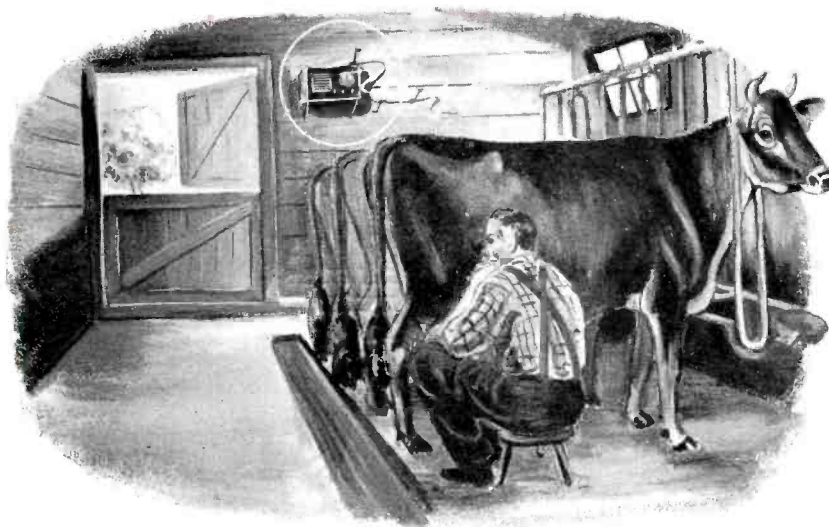


# BROADCASTING

The Newsweekly of Radio and Television

# TELECASTING

**YES! IOWA FARMERS DO**  
**“LISTEN WHILE THEY WORK”**



LISTENING HABITS SURVEY

**T**HE 1948 Iowa Radio Audience Survey\* shows that 11.3% of all Iowa farm families “listen regularly” to non-auto radios *outside their homes*.

54.6% of these Iowa radios are located in the barn! Thus radio advertisers in Iowa get a substantial bonus of listenership from farm families, during their working hours outside the home. . . .

Each year since 1938, the Survey has been aimed at two objectives: (1) to furnish up-to-date basic information on Iowa radio listening habits, set ownership, and station and program preferences; (2) to provide new information not previously gathered. “Extent of regular listening to non-auto sets *outside the home*,” for instance, is one of the 1948 Edition’s several new research achievements.

The 1948 Iowa Radio Audience Survey is replete with facts that *you should know* about radio listening in Iowa. Write us—or ask Free & Peters—for your copy, now!

\*The 1948 Iowa Radio Audience Survey is a “must” for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.



**+ for IOWA PLUS +**

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

# INTENSIVE COVERAGE

*of Midwest America*

Daytime BMB Map, WLS

## DAYTIME

2,539,420 audience families in 567 counties in 16 states.

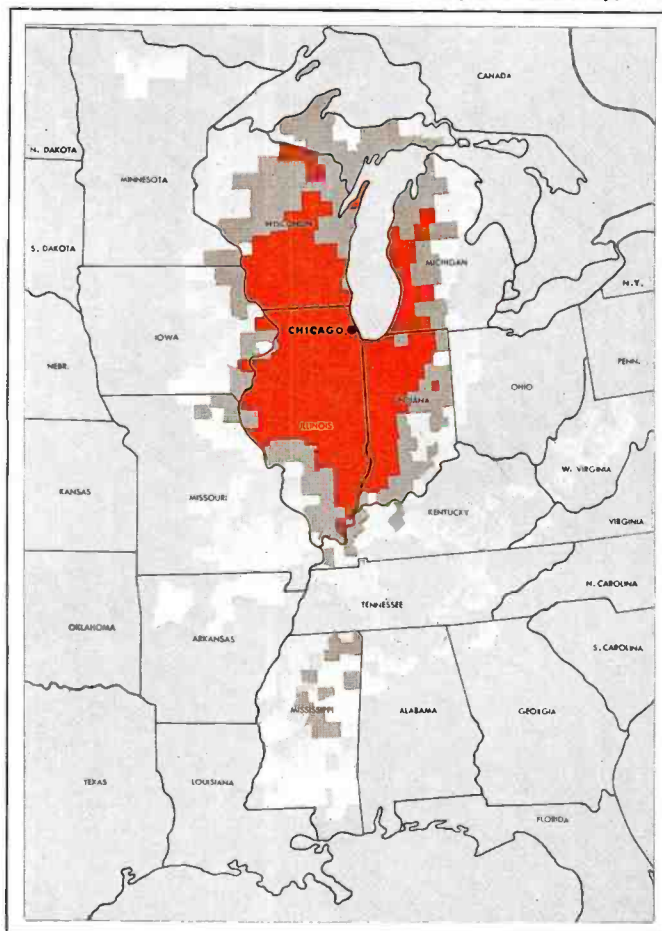
Level	No. States	No. Counties	Radio Families	Daytime Audience Families
50%-100%	5	163	2,759,060	1,863,130
25%-49%	9	140	1,093,450	470,410
10% to 24%	16	264	1,192,110	205,880
Total BMB Audience		567	5,044,620	2,539,420

## NIGHTTIME

3,411,890 audience families in 1,438  $\frac{2}{3}$  counties in 33 states.

Level	No. States	No. Counties	Radio Families	Nighttime Audience Families
50% to 100%	5	203	3,266,280	2,379,810
25% to 49%	24	307 $\frac{1}{3}$	1,258,060	432,000
10% to 24%	33	928 $\frac{1}{3}$	3,749,650	600,080
Total BMB Audience		1,438 $\frac{2}{3}$	8,273,990	3,411,890

Listening to WLS is widespread . . . but concentrated in the rich Midwest. For almost 25 years, folks in this leading industrial and agricultural market place have depended on WLS . . . for news, for entertainment, for up-to-the-minute markets, for all the information and services that radio can bring them. This long association has led to a listener loyalty unsurpassed in Midwest America. And upon listener loyalty depend advertising results.



- Counties in which 50% to 100% of the radio families listen to WLS.
- Counties in which 25% to 49% of the radio families listen to WLS.
- Counties in which 10% to 24% of the radio families listen to WLS.



*A Clear Channel Station*

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE.  
REPRESENTED BY JOHN BLAIR AND COMPANY.

# The 1948 MARKETBOOK

of

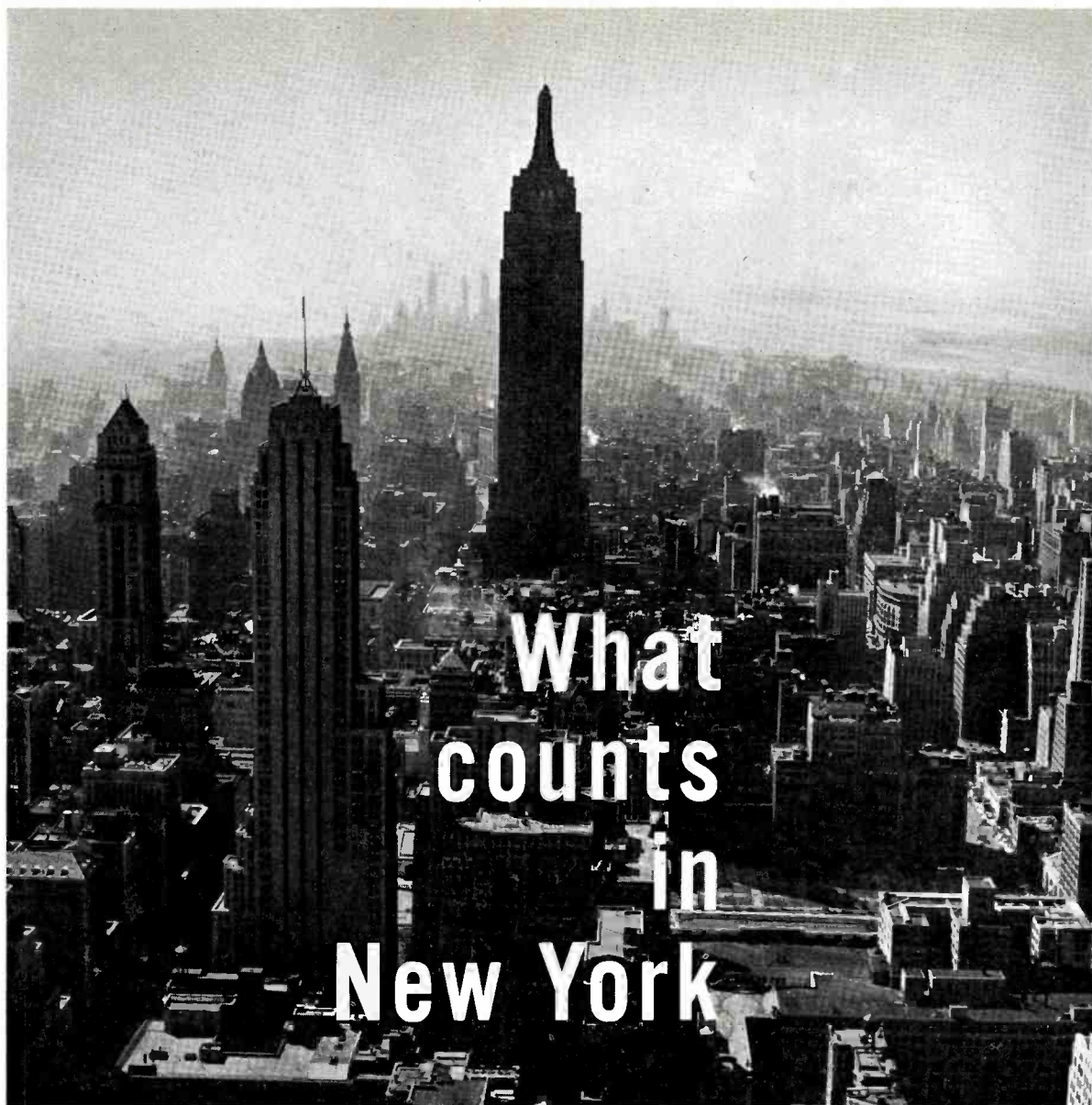
**BROADCASTING**  
The Newsweek of Radio and Television  
**TELECASTING**

**T**HIS publication is designed as a service. It is, in a phrase, a radio market guide tailored to the requirements of the buyers of radio time. It supplies in accessible form, and between two covers, uniform data on the radio markets of the nation.

The contents of the MARKETBOOK, county by county, and broken down into city subdivisions, are the product of careful research. Latest available statistics, gathered from reliable sources, are used. The advertiser or agency buyer who heretofore has found it necessary to consult a number of source books, will find the basic data he requires for market selection in this single volume.


In 1942, BROADCASTING published a special market supplement, based upon the U. S. Census of Radio Homes. There has been no other authentic publication of radio market data since that date. BROADCASTING plans to publish new editions of the MARKETBOOK as new data become available. At least a year is expected to elapse before the next MARKETBOOK appears.

*The Editors*



The New Station in the Big Market is WNBC—new in  
larger audience . . . in finer programs and progressive  
policies . . . in industry reputation and effective performance.

NBC's Key Station • New York

**WNBC** 

50,000 WATTS 660 Kc.

Represented by NBC SPOT SALES

NATIONAL BROADCASTING COMPANY

MARKETBOOK INDEX

(Index to Advertisers, page 264)

KEY TO MAPS USED IN BOOK

All cities with standard radio broadcasting stations

- ▲ One Station
● Two Stations
■ Three Stations
★ Four Stations
⊕ Five to Nine Stations
⊗ Ten or more Stations

ADDITIONAL MARKETBOOK FEATURES . . . .

Marketbook Sources 6
Market Potential 11
Department Store Sales by Principal Cities 11
Per Capita Expenditures 262
Telephones in Principal Cities 261
National Income 262

Alabama

AM Stations 33
FM Stations 33
TV Stations 33
State Market Indicators 33
Radio Markets by Cities 33
Market Data by Counties 34-35

Arizona

AM Stations 36
FM Stations 36
TV Stations 36
State Market Indicators 36
Radio Markets by Cities 36
Market Data by Counties 35

Arkansas

AM Stations 38
FM Stations 38
TV Stations 38
State Market Indicators 38
Radio Markets by Cities 38
Market Data by Counties 40, 41

California

AM Stations 42, 43
FM Stations 43, 44
TV Stations 42
State Market Indicators 42
Radio Markets by Cities 45, 48
Market Data by Counties 48, 49

Colorado

AM Stations 49
FM Stations 49
TV Stations 49
State Market Indicators 50
Radio Markets by Cities 50
Market Data by Counties 50

Connecticut

AM Stations 52
FM Stations 52
TV Stations 52
State Market Indicators 52
Radio Markets by Cities 54
Market Data by Counties 54

Delaware

AM Stations 56
FM Stations 56
TV Stations 56
State Market Indicators 56
Radio Markets by Cities 56
Market Data by Counties 55

District of Columbia

AM Stations 58
FM Stations 58
TV Stations 58
State Market Indicators 58
Radio Market 58
Market Data for District 58

Florida

AM Stations 60
FM Stations 60
TV Stations 61
State Market Indicators 61
Radio Markets by Cities 61
Market Data by Counties 62

Georgia

AM Stations 64, 66
FM Stations 66
TV Stations 66
State Market Indicators 66
Radio Markets by Cities 66
Market Data by Counties 67, 68

Idaho

AM Stations 70
FM Stations 70
TV Stations 70
State Market Indicators 70
Radio Markets by Cities 70
Market Data by Counties 70, 71

Illinois

AM Stations 71
FM Stations 72
TV Stations 72
State Market Indicators 74
Radio Markets by Cities 75
Market Data by Counties 76, 77, 78, 80

Indiana

AM Stations 81
FM Stations 82
TV Stations 82
State Market Indicators 81

Radio Markets by Cities 81
Market Data by Counties 81, 84
Iowa
AM Stations 86
FM Stations 86
TV Stations 86
State Market Indicators 88
Radio Markets by Cities 88
Market Data by Counties 88, 90

Kansas

AM Stations 92
FM Stations 92
TV Stations 92
State Market Indicators 93
Radio Markets by Cities 93
Market Data by Counties 94, 96

Kentucky

AM Stations 97
FM Stations 97
TV Stations 97
State Market Indicators 98
Radio Markets by Cities 98
Market Data by Counties 98, 100

Louisiana

AM Stations 102
FM Stations 104
TV Stations 104
State Market Indicators 104
Radio Markets by Cities 104
Market Data by Counties 104, 105

Maine

AM Stations 108
FM Stations 108
TV Stations 108
State Market Indicators 108
Radio Markets by Cities 108
Market Data by Counties 108

Maryland

AM Stations 110
FM Stations 112
TV Stations 112
State Market Indicators 112
Radio Markets by Cities 112
Market Data by Counties 112

Massachusetts

AM Stations 114
FM Stations 116
TV Stations 116
State Market Indicators 118
Radio Markets by Cities 118
Market Data by Counties 118

Michigan

AM Stations 120, 122
FM Stations 122
TV Stations 122
State Market Indicators 124
Radio Markets by Cities 124
Market Data by Counties 124, 126

Minnesota

AM Stations 128
FM Stations 129
TV Stations 129
State Market Indicators 129
Radio Markets by Cities 129
Market Data by Counties 130, 132

Mississippi

AM Stations 133

FM Stations 133
State Market Indicators 133
Radio Markets by Cities 133
Market Data by Counties 134

Missouri

AM Stations 135
FM Stations 136
TV Stations 136
State Market Indicators 135
Radio Markets by Cities 138
Market Data by Counties 138, 140

Montana

AM Stations 142
FM Stations 144
TV Stations 144
State Market Indicators 142, 144

Nebraska

AM Stations 145
FM Stations 146
TV Stations 146
State Market Indicators 148
Radio Markets by Cities 146
Market Data by Counties 146, 148

Nevada

AM Stations 150
FM Stations 150
TV Stations 150
State Market Indicators 150
Radio Markets by Cities 150
Market Data by Counties 150, 151

New Hampshire

AM Stations 151
FM Stations 151
TV Stations 151
State Market Indicators 151
Radio Markets by Cities 151
Market Data by Counties 151

New Jersey

AM Stations 152
FM Stations 152
TV Stations 152
State Market Indicators 153
Radio Markets by Cities 153
Market Data by Counties 154

New Mexico

AM Stations 155
FM Stations 155
TV Stations 156
State Market Indicators 156
Radio Markets by Cities 156
Market Data by Counties 155

New York

AM Stations 158, 159
FM Stations 159, 160
TV Stations 160, 161
State Market Indicators 156
Radio Markets by Cities 161, 164
Market Data by Counties 164, 166

North Carolina

AM Stations 168, 170
FM Stations 172
TV Stations 172
State Market Indicators 168

Radio Markets by Cities 172
Market Data by Counties 172, 174

North Dakota

AM Stations 176
FM Stations 176
TV Stations 176
State Market Indicators 176
Radio Markets by Cities 176
Market Data by Counties 178

Ohio

AM Stations 180
FM Stations 180, 182
TV Stations 182
State Market Indicators 182
Radio Markets by Cities 182
Market Data by Counties 184, 188

Oklahoma

AM Stations 190
FM Stations 192
TV Stations 192
State Market Indicators 192
Radio Markets by Cities 192
Market Data by Counties 190, 193

Oregon

AM Stations 193
FM Stations 193
TV Stations 193
State Market Indicators 194
Radio Markets by Cities 194
Market Data by Counties 196

Pennsylvania

AM Stations 198, 200, 201
FM Stations 201
TV Stations 202
State Market Indicators 198
Radio Markets by Cities 202
Market Data by Counties 202, 204

Rhode Island

AM Stations 206
FM Stations 206
TV Stations 206
State Market Indicators 206
Radio Markets by Cities 206
Market Data by Counties 206

South Carolina

AM Stations 207
FM Stations 207
TV Stations 207
State Market Indicators 207
Radio Markets by Cities 207
Market Data by Counties 208

South Dakota

AM Stations 210
FM Stations 210
TV Stations 210
State Market Indicators 210
Radio Markets by Cities 210
Market Data by Counties 212

Tennessee

AM Stations 214
FM Stations 214
TV Stations 214
State Market Indicators 214
Radio Markets by Cities 214, 218
Market Data by Counties 218, 220

Texas

AM Stations 220, 222
FM Stations 222
TV Stations 222
State Market Indicators 222
Radio Markets by Cities 222
Market Data by Counties 226, 228, 230

Utah

AM Stations 232
FM Stations 232
TV Stations 232
State Market Indicators 233
Radio Markets by Cities 233
Market Data by Counties 233

Vermont

AM Stations 234
State Market Indicators 235
Radio Markets by Cities 234
Market Data by Counties 235

Wisconsin

AM Stations 247
FM Stations 248
TV Stations 247
State Market Indicators 248
Radio Markets by Cities 248
Market Data by Counties 248, 249

Wyoming

AM Stations 250
FM Stations 250
TV Stations 250
State Market Indicators 250
Radio Markets by Cities 250
Market Data by Counties 250

Canada

(Market data and station lists on pages indicated)
Alberta 251
British Columbia 251
Manitoba 251, 252
New Brunswick 252
Northwest Territories 252
Nova Scotia 252
Ontario 252, 256
Prince Edward Island 256
Quebec 256
Saskatchewan 256, 258
Yukon Territory 258



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\* Reg. U. S. Pat. Office

**IN 5 GREAT  
MARKET  
AREAS**

**MORE**

**16.9% MORE  
Radio Families**

live in the BMB daytime  
audience area of

**KDKA  
PITTSBURGH**

Your message on KDKA, the 50,000-watt  
NBC affiliate in Pittsburgh, is heard in a  
region hundreds of miles wide. BMB counties:  
194 nighttime, 117 daytime.

**4.5% MORE**

**Radio Families**

now in the BMB daytime area of

**KYW**

**PHILADELPHIA**

The 50,000-watt signal of KYW, Philadel-  
phia's NBC affiliate, reaches populous markets  
in southern Pennsylvania, New Jersey, and  
Delaware. BMB counties: 44 nighttime, 40  
daytime.

**14.4% MORE  
Radio Families**

now in the BMB daytime  
audience area of

**WBZ - WBZA  
BOSTON & SPRINGFIELD**

WBZ, the 50,000-watt NBC affiliate in Boston,  
and WBZA, Springfield, reach almost 80 per-  
cent of all New England. BMB counties: 117  
daytime, 63 nighttime.

And in the Television Market

**WBZ-TV  
BOSTON**

brings popular video shows, of both NBC net-  
work and local origin, to a fast-increasing  
audience in an 80-mile-diameter-area center-  
ing in metropolitan Boston.

# LISTENERS

For those who want more for their advertising dollar, here's news! In number of daytime radio homes in their areas, Westinghouse stations now give sponsors a bonus potential ranging up to 16 percent and more. These increases are based on a comparison of the 1948 BMB "radio-family" figures with the corresponding figures for 1946. They indicate a constantly growing market for advertisers on Westinghouse stations. . . thus, a *bigger value* for your advertising budget. Our national representatives have the details, plus up-to-the-minute data on availabilities.



## WESTINGHOUSE RADIO STATIONS INC

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

### 10 TIMES More Power

vastly increases the daytime  
and nighttime areas of

# KEX

### PORTLAND, OREGON

Serving one of the nation's two fastest-growing regions, KEX has increased its power from 5,000 watts (1946) to 50,000 watts (1948). Mail returns indicate tremendous increase in audience. ABC affiliate. Oregon's only 50 kw. station.

### 16.8% MORE Radio Families

now in the BMB daytime area of

# WOWO

## FORT WAYNE

Half urban, half rural, the tri-state WOWO area is one of the Midwest's richest markets. Popular ABC programs and award-winning local presentations attract a huge audience. BMB counties: 59 daytime, 50 nighttime.

## SOURCES OF MATERIAL USED IN MARKETBOOK

FIGURES contained in BROADCASTING's special Marketbook issue are the latest complete official listings obtainable from all available sources.

Sources of data for the various classifications in the order in which they appear in the issue are as follows:

(1) STATE MAPS: Based on the BROADCASTING Yearbook map brought up to date.

(2) AM, FM AND TV STATIONS: Most recent available in FCC's files. Information about AM stations is through Aug. 10. FM and TV stations are through Aug. 30.

(3) TOTAL FAMILIES, PER CENT RADIO, AND RADIO FAMILIES: State, county and city figures were obtained from BMB. Sources for the other 17 state classifications are as follows:

Population: U. S. Census Bureau, Department of Commerce.

Number of Business Concerns: Dun & Bradstreet, New York.

Domestic Urban Electric Consumers: Edison Electric Institute, New York.

Private & Commercial Passenger Auto Registrations: Federal Works Agency, Public Roads Administration.

Business Telephones: FCC.

Residential Telephones: FCC.

Nonagricultural Employment: U. S. Department of Labor, Bureau of Labor Statistics.

Total Income Payments to Individuals: U. S. Department of Commerce, Office of Business Economics.

Per Capita Income Payments: U. S. Department of Commerce, Office of Business Economics.

Sales of U. S. Savings Bonds (Series E): U. S. Treasury Dept.

Bank Deposits: U. S. Treasury Dept., Comptroller of the Currency.

Drug Store Sales: Drug Topics, New York.

Gross Postal Receipts: U. S. Post Office Dept.

Total Private Construction: U. S. Dept. of Commerce, Office of Domestic Commerce.

Private Residential Building: U. S. Dept. of Commerce, Office of Domestic Commerce.

Private Nonresidential Building: U. S. Dept. of Commerce, Office of Domestic Commerce.

Farm Construction: U. S. Dept. of Commerce, Office of Domestic Commerce.

(4) DATA ON CITIES: Families and radio families from BMB; listeners surveys available from Hooper, Nielsen, Conlan and Pulse.

(5) COUNTY FACTS: BMB on total families and radio families:

Telephone Homes: U. S. Dept. of Commerce, Bureau of the Census.

Employment: U. S. Dept. of Commerce, Office of Domestic Commerce.

Taxable Payrolls: U. S. Dept. of Commerce, Office of Domestic Commerce.

Bank Deposits: Bureau of the Census.

Retail Sales: Through special arrangements made by BROADCASTING with the publishers of *Sales Management*, we are privileged to reprint the exclusive county estimates of retail sales for the calendar year 1947 which are a part of the 19th annual *Sales Management Survey of Buying Power* published May 10, 1948. These estimates are fully protected by copyright and must not be used in printed promotion or advertising without securing consent from *Sales Management*, 386 Fourth Ave., New York 16, N. Y.

(6) TELEPHONE SERVICE GROWTH: Figures on principal cities of the nation were obtained from AT&T.



# Panacoustic - QUALITY

- Where a superior piece of equipment is doing a better job, you'll find the familiar little figure of Pan and the word *Panacoustic*. It means better quality!
- Manufacturers of fine Audio Equipment. Distributors of Presto and other Famous Audio and electronic equipment.
- We use this fine equipment in our operation of Washington's Oldest and largest Recording Studios.
- Serving as Washington's studios for stations and regional networks of The Nation.

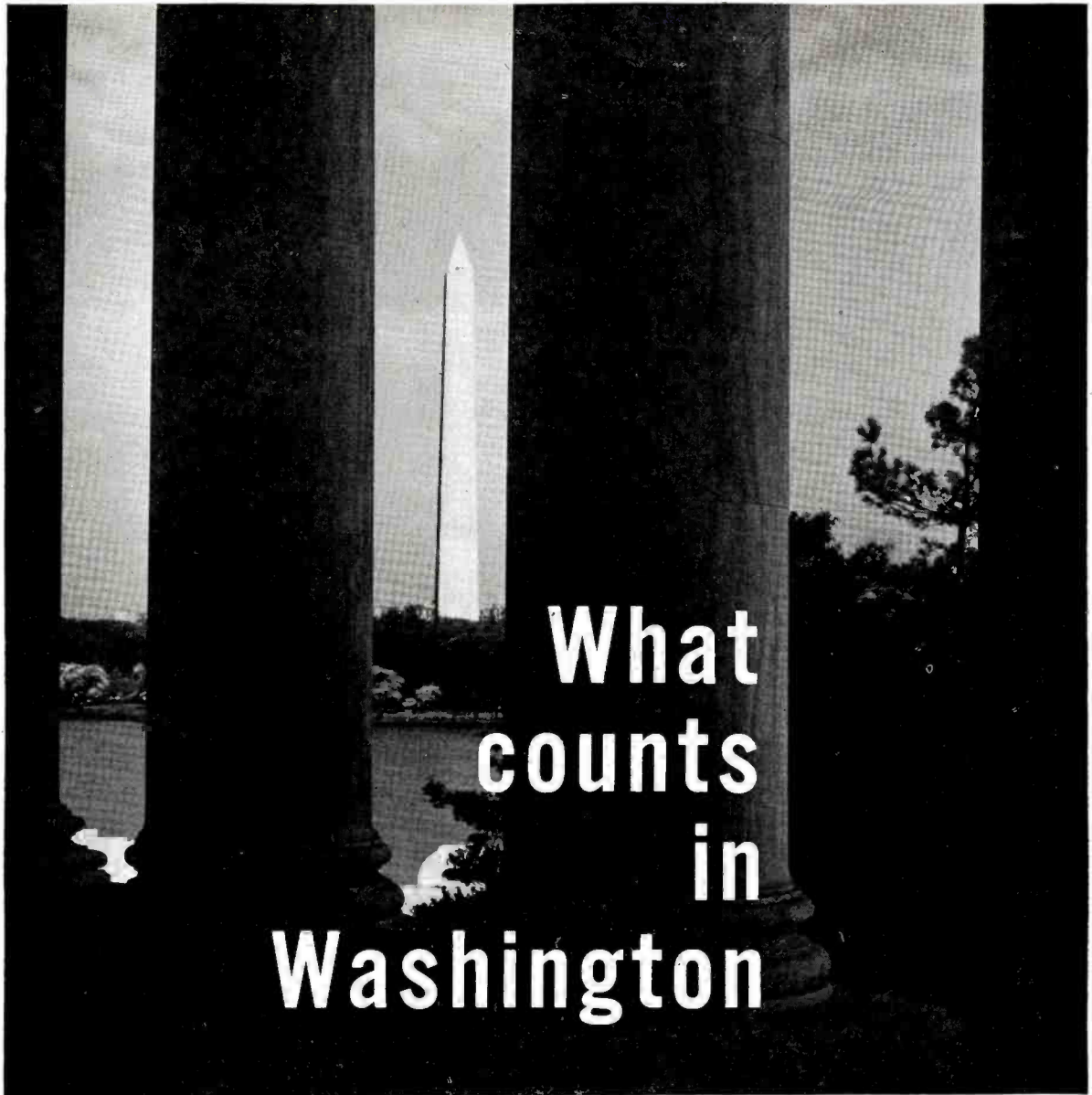


## U.S. Recording Company

WASHINGTON, DISTRICT OF COLUMBIA

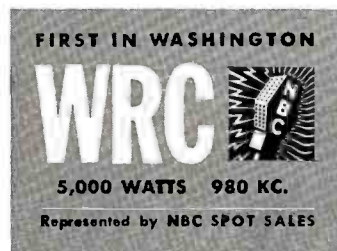
Telephone: STERLING 3625





# What counts in Washington

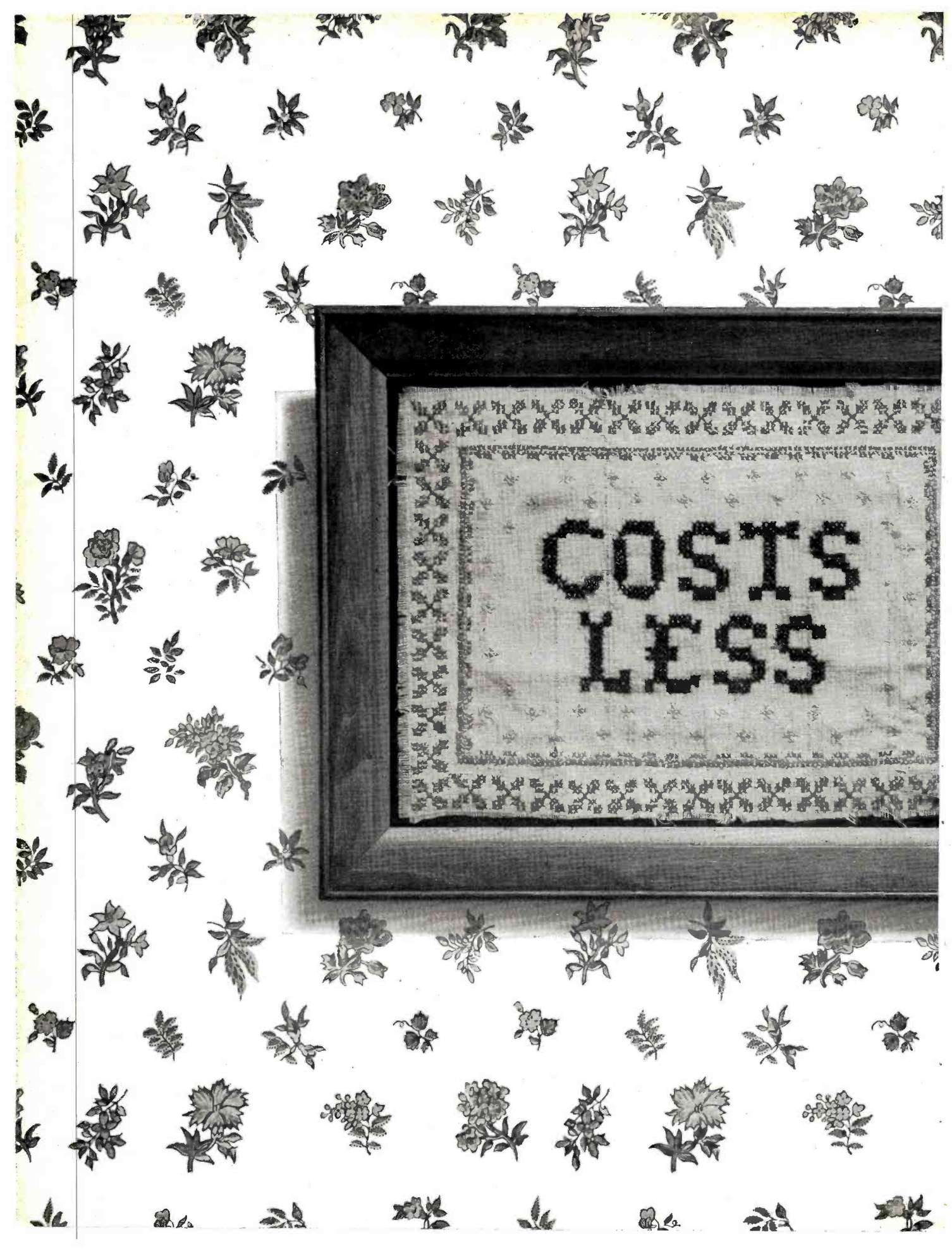
No station has a longer, more complete  
or better record of service to the Washington area than  
WRC—dominant station of the capital area.



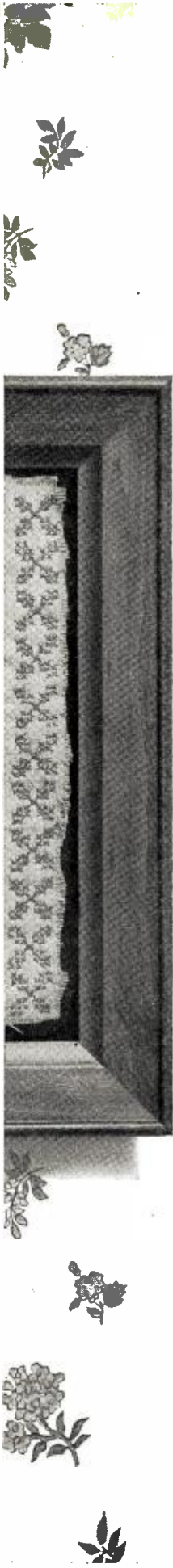
NATIONAL BROADCASTING COMPANY

BROADCASTING • Telecasting

October 11, 1948 • Page 7



COSTS  
LESS



*(Have these words "costs less" vanished from the language?  
Almost...yet not entirely.)*

Today virtually the only commodity that still costs less than in 1939 is the American consumer himself.

Today an advertiser by carefully choosing his medium can buy circulation (that is, *customers*) for considerably less than he could in 1939. Nowhere, for example, has the cost of a customer dropped more than in network radio. (SEE "ADVERTISING & SELLING," MAY 1948)

*And nowhere in network radio does he cost as little as on CBS.*

Today an advertiser's dollar spent on CBS delivers from 8% to 57% more listeners than on any other network. For the second year in a row, CBS sponsored programs have again averaged the lowest cost per thousand families in all network radio—13% lower than the average for the other three networks.

Today "costs less" may be two words inaudible in most places throughout the land, but they can be heard in Radio, and *most distinctly* on the Columbia Broadcasting System.

**CBS**

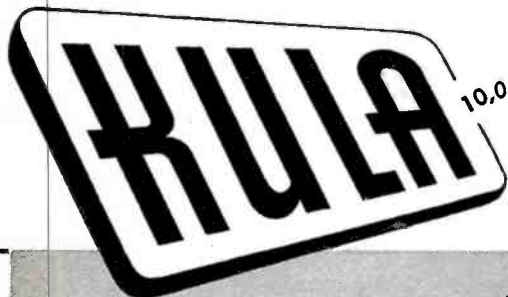


*—where 99,000,000 people gather every week.*

Among 200 leading cities of the United States

# HONOLULU IS 40<sup>th</sup>

in population, 48th in retail sales, 27th in food group sales, and 17th in drug store sales. And, surprisingly enough, the Territory of Hawaii surpassed all of the states in effective buying income per family according to sales management's estimates for 1948. Hawaii offers you a strong, stable, growing market with completely modern distribution radiating from one major trade center—Honolulu. To reach every part of this market, you need only one radio station—KULA. Maintaining mainland broadcasting standards . . . staffed by popular island personalities plus the star attractions of ABC . . . KULA, with its clear channel and unequalled power, gives you thorough coverage of Hawaii.



10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD.  
STUDIOS—1525 KAPIOLANI BLVD. HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

**ABC** or **VERY KNODEL, Inc.**, National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

# BROADCASTING

## TELECASTING

Vol. 35, No. 15, Part 2

WASHINGTON, D. C., OCTOBER 11, 1948

\$1.00 A COPY

# MARKET POTENTIAL

## Predicted Gross Gauges Station Chances

By DR. VICTOR J. ANDREW  
Andrew Corporation, Chicago

The accompanying table lists for each county in the United States the retail sales for 1947, the predicted available gross billings for the broadcast industry for 1951, and the gross billings considered necessary for support of the broadcast stations now existing in the county.

It is recognized that no such data as this can replace intimate local knowledge of a community and the operation of radio stations in it when making a business decision. Nevertheless this data which permits accurate comparison with other communities by measuring them all with a standard yardstick should be a valuable additional aid in understanding the present operations and future prospects of individual broadcast stations.

Following are some of the possible uses for this data.

### Selecting a Community

Where the available gross billings for 1951 are greater than gross billings necessary for existing station it is assumed that the difference can be made available for support of an additional station. This difference should be at least \$100,000 (shown as 100 in the table) for a new small station, and should be at least \$800,000 for a television station. For quick reference, all counties showing a difference of \$100,000 or more are marked (\*).

### Weighing the Prospects

The gross billings necessary for the proposed station may be added to the gross billings necessary for existing stations. The gross billings available should exceed this amount. The percent by which it exceeds it is an indication of the economic climate in which the new station will be operating.

Before making final use of this data for a particular community, the data here presented should be corrected for construction permits granted since the effective data here used, and if possible for applications before the FCC which seem likely to be granted. The method of correcting will be made clear in the section later explaining the derivation of this data.

Note that the published column of gross billings available is for the year 1951. It includes some prediction of the growth of the industry and of the community. As a fur-

PREDICTED gross billings through 1951 in each community form the basis upon which Dr. Andrew calculates profit opportunities for stations in each market in the country. The exhaustive computations employed in the yardstick included population trends and other factors that reasonably could be assumed to affect the figures. The author, one of the nation's foremost radio engineers, was born in 1902. He won his Ph.D. degree from the U. of Chicago after graduation from the College of Wooster, Ohio. At the Illinois university he served as assistant to Prof. Arthur H. Compton while they were engaged in cosmic ray research. Dr. Andrew served Doolittle & Falkner and Westinghouse Electric Co. as radio engineer for Signal Corps Radio Labs. at Fort Monmouth before establishing his own firm in 1936. He now heads Andrew Co., Chicago, a firm specializing in engineering and manufacturing of antenna systems and equipment. In an article published in BROADCASTING Aug. 2 he visualized a billion dollar gross for radio in 1957.

ther check on a community where a new radio station is planned, it is recommended that gross billings available in 1947 be calculated to see whether it is enough to support the existing stations and the proposed new station.

The gross billings available in

1947 is calculated by multiplying retail sales in 1947 by 0.0043.

The possibility of gross billings from surrounding counties should be considered. Where surrounding counties do not have radio stations of their own, a substantial part of the gross billings as tabulated in

this article might be obtainable by a station in the county being studied.

### Weighing the Future

A prospective purchaser may find value in noting the ratio of gross billings available to gross billings necessary for existing stations.

Some measure of the success of management of existing stations may be found by comparing the actual 1947 gross billings of a station operating alone in a county (or the sum of all stations in the county) with the predicted gross billings available in 1947.

### Trends

The national trends of population and other factors affecting broadcasting have been discussed thoroughly by the author [BROADCASTING, Aug. 2, page 22]. In the course of this study certain internal geographic trends of retail sales

(Continued on page 12)

# DEPT. STORE SALES

## Gains Reflected in 1948

DEPARTMENT store sales in the St. Louis Federal Reserve district were 19% higher in the four weeks ending July 10, 1948, than in the corresponding period a year ago, a July 15 report of the Federal Reserve System's Board of Governors reveals.

The gain in the St. Louis district was the highest of the 12 in the nation, followed closely by the Atlanta district with an 18% gain and the Dallas district with 16%.

For all of 1948 up to July 10 as compared with last year up to that time, the Dallas district led with 13% gain, St. Louis was second with 10%, while the Cleveland, Atlanta, and Kansas City districts tied for third with 9%.

The Boston district was the only one in the nation to show a gain for the one week ending July 10 over that week last year. After Boston with 1% gain were Chicago and Dallas with no change.

For the month of May 1948 compared to May 1947, the Minneapolis district led with an 8% rise. Within the district, Duluth-Superior had a 13% boost, Minneapolis 8% and St. Paul 3%.

The Kansas City and Dallas dis-

trict tied for second with 6% gains. In the Kansas City district, Tulsa's gain of 20% was the greatest, with Wichita's 9% second. In the Dallas district, Houston was tops with an 18% rise, while San Antonio had 7%.

For the period January-April 1948, the Dallas district led with a 12% rise, with top honors in the district again going to Houston, which had a 25% gain. The Philadelphia district was second for this period with an 11% gain.

### DEPARTMENT STORE SALES, BY CITIES

Percentage Change from Corresponding Period a Year Ago

Federal Reserve District and City	Jan.-Apr.	Month of May	Week ending				
			June 12	June 19	June 26	July 3*	
UNITED STATES	+ 8	+ 3	+ 1	+21	+ 7	r+28	- 4
Boston District	+ 2	- 4	- 5	+18	+11	+27	+ 1
New Haven, Conn.	+ 3	- 5	-13	+ 8	-11	+13	+18
Boston, Mass.	+ 2	- 5	- 5	+18	+11	+28	- 4
Springfield, Mass.	+ 7	- 1	- 1	+29	+23	+ 27	+14
Providence, R. I.	+ 1	- 5	- 8	+16	+ 2	+16	+10
New York District	+ 6	+ 2	- 0	-16	+ 8	+37	-10
Newark, N. J.	+ 5	+ 4	- 1	+20	+ 4	+31	- 9
Buffalo, N. Y.	+12	+ 1	- 4	+13	+ 4	r+34	+ 1
New York, N. Y.	+ 5	+ 1	0	+17	+10	+38	-11
Rochester, N. Y.	+11	+ 3	+19	+17	+12	r+37	- 7
Syracuse, N. Y.	+ 7	- 1	+ 4	+ 5	- 1	+36	-12
Philadelphia District	+11	+ 5	+ 4	+17	+ 6	+29	- 2
Philadelphia, Pa.	+ 8	+ 3	+ 4	+17	r+ 7	+29	- 3
Cleveland District	+10	+ 3	- 1	+23	+10	+29	- 3
Akron, Ohio	+ 7	+ 5	- 9	+15	+ 2	+29	- 6
Cincinnati, Ohio	+ 8	+ 1	- 5	+21	+12	+19	- 3
Cleveland, Ohio	+11	+ 3	- 2	+20	+ 3	r+26	- 3
Columbus, Ohio	+11	+ 8	- 7	+31	+12	+30	+ 4
Toledo, Ohio	+10	+ 4	- 5	+26	+ 8	+22	- 1
Pittsburgh, Pa.	+ 7	+ 4	+ 6	+25	+14	+37	-10
Richmond District	+ 5	0	+ 1	+11	0	r+39	- 6
Washington, D. C.	+ 5	- 6	+ 3	+14	+ 5	+48	-11
Baltimore, Md.	+ 3	+ 1	- 5	+ 5	- 5	+29	- 1
Atlanta District	+ 8	+ 3	+ 1	+32	+12	r+29	- 1
Birmingham, Ala.	+12	+11	- 3	+45	+28	+60	+ 2
Miami, Fla.	+ 7	+ 1	+ 3	+21	+ 3	+26	- 9
Atlanta, Ga.	+ 8	+ 4	- 2	+28	+ 8	r+22	-10

(Continued on page 260)

# Andrew

(Continued from page 11)

have become very apparent. In the base years used for this study, namely 1946 and 1947, the greatest increases in retail sales were in the agricultural states.

The continued expansion of the Pacific Coast States is very marked.

Another significant phenomenon is the increase in certain large cities in isolated locations, where they draw an increased amount of trade from the small communities within 200 miles. This is conspicuous in Arizona where retail sales in the two largest cities increased about 50% during the year, and in nearly all of the rest of the state small decreases occurred. Another outstanding example was Kansas City and St. Louis, where the surrounding area showed a substantial increase in retail sales due to farm prosperity, but the retail sales of these two cities nearly doubled in the year. This phenomenon is believed to be the result of increasingly widespread use of post war automobiles in 1947 and consequent driving to the big city, even though it may be a 400 mile round trip, to do the family shopping.

This trend toward the large shopping centers seems likely to continue. It suggests importance to the local merchant in such cities of radio stations with a primary coverage radius of 100 miles or more. An alternative commercial possibility is use of small community radio stations in the surrounding area. Such stations might well consider grouping themselves so they can offer a package deal to the big city merchant.

## Method of Derivation

This study is based on counties rather than cities because the data available on retail sales in counties is more complete, and because the sphere of influence of a radio station corresponds more closely to a county than to a city.

Retail sales have been used as the basis for measurement of each county. Since broadcasting lives on advertising, this is considered the best measure of income available to the broadcast industry. In a previous article [BROADCASTING, Aug. 2], disposable personal income was used for a somewhat similar basis for measuring the possibilities of the industry. These two bases substantially parallel each other.

All values in this article are stated in 1947 dollars, due to the statistical method used in the calculations. Further inflation after 1947 should have a substantially equal effect on both income and expense of a station, so should not affect the conclusions based on this article.

The values tabulated for retail sales in 1947 are taken directly from Sales Management, May 10, 1948. The total retail sales for the US in 1947 were \$117,594,174,000. Total gross billings were \$500,900,000. The ratio is 0.0043. We therefore assume that in each

county in the United States, the available gross billings for the year 1947 could be found by multiplying the retail sales of the county by 0.0043.

The reader who decides now to build a new radio station can hardly hope to have it in probable operation before 1951. That year has therefore been selected as the basis for study of available gross billings. To predict the future, the rate of change of retail sales in each county between 1946 and 1947 was noted. It was assumed that further change will continue in the same direction, but at only half the rate of this base year. From this data, the retail sales of the county in 1951 was predicted.

The available billings in 1951 are assumed to be directly proportional to the retail sales in 1951. A multiplying constant was chosen which gives a total of \$732,000,000 gross billings available for all countries, an amount predicted for the year 1951 for the entire industry.

The table does not show the retail sales for 1951. This figure can be found by multiplying the available gross billing for 1951 by 167.

The calculations for each county include the effects of total population growth in America, and internal shifts of population and of buying habits. But the effect of inflation is avoided, and we still speak only in "1947 dollars."

Having predicted available gross billings in 1951, we next need to know how much of this money is required for continued operation of the stations already existing in the community. For this purpose the following allowances have been made:

For each AM station of less than 5 kw, \$100,000.

For each AM station of 5 kw or more, but less than 50 kw, \$300,000.

For each AM station of 50 kw, \$800,000.

For each FM station affiliated with an AM station, nothing.

For each FM station operated independently, \$100,000.

For each TV station, \$800,000.

It is seen that this study treats the entire broadcast industry, AM, FM and TV, as a single entity, supported by one source of income, namely advertising. Non-commercial stations have been omitted in the tabulation.

The stations considered in this table as existing stations are those in operation or holding construction permits or conditional grants on the following dates:

For AM stations, April 15, 1948.

For FM stations, Jan. 1, 1948.

For TV stations, Aug. 12, 1948.

## Limitations of Analysis

No allowance has been made in these calculations for the following factors:

1. The substantial variations in cost of doing business in different parts of the United States.

2. The variation in cost of operating a station of the same power between a small town and the large city.

3. The great variation in size and consequent cost of operations of different stations of the same power and under the same circumstances due to the differing policies of the management.

This data has the greatest significance for medium sized and small communities which are not suburbs of large cities. The data almost uniformly shows that the large cities can support many more stations. This fact is exaggerated by failure to recognize that cost of doing business in the large cities is higher.

The economic life of a suburb is so distorted from the normal city pattern that the meaning of the data is largely lost here. The broadcast industry has always found the center city far more attractive than the suburb, and it is recommended that on economic grounds, all suburbs should be omitted when considering a site for a new station, and the corresponding center city studied instead.

## ALABAMA

County (City)	Retail Sales 1947	Gross Billings Existing 1951	Gross Billings Necessary for Existing Stations
	in \$1,000*	in \$1,000	in \$1,000
Autauga	5,264	45	0
*Baldwin (Fairhope)	18,056	154	0
Barbour (Eufaula)	11,120	95	100
Bibb	7,025	60	0
Blount	8,533	73	0
Bullock	6,036	52	0
Butler (Greenville)	11,659	100	100
Calhoun (Anniston)	39,692	289	200
Chambers (Lanet)	11,300	97	100
Cherokee	4,725	41	0
Chilton (Clanton)	10,923	94	100
Choctaw	4,563	39	0
*Clarke (Jackson)	12,575	108	0
Clay	5,030	44	0
Cleburne	4,995	43	0
Coffee (Enterprise)	10,195	86	100
Colbert (Muscle Shoals)	18,559	159	100
Conecuh	6,827	59	0
Coosa	2,730	23	0
Covington (Andalusia)	22,612	196	100
Crenshaw	7,221	62	0
Cullman (Cullman)	20,931	179	100
Dale	5,605	48	0
Dallas (Selma)	29,913	256	200
*De Kalb (Wetumpka)	12,881	110	0
*Elmore (Wetumpka)	12,253	105	0
Escambia (Brewton)	18,559	159	100
*Etowah (Gadsden)	59,537	599	400
Fayette	7,905	68	0
Franklin	8,857	76	0
Geneva	9,702	83	0
Greene	5,731	49	0
Hale	5,724	49	0
Henry	6,043	52	0
Houston (Dothan)	27,452	235	300
*Jackson (Scottsboro)	12,126	104	0
*Jefferson (Birmingham)	517,348	6,020	3,800
Lamar	5,803	50	0
Lauderdale (Florence)	25,763	220	200
Lawrence	5,103	44	0
*Lee (Opelika)	15,289	301	200
Limestone	11,463	98	0

\* Retail Sales figures copyrighted 1948 by SALES MANAGEMENT, INC.; further reproduction not licensed.

County (City)	Retail Sales 1947	Gross Billings Existing 1951	Gross Billings Necessary for Existing Stations
	in \$1,000*	in \$1,000	in \$1,000
Lowndes	4,923	42	0
Macon	9,647	83	0
*Madison (Huntsville)	44,272	456	300
Marengo (Demopolis)	11,373	97	100
Marion	7,492	64	0
Marshall (Albertville)	19,421	167	100
*Mobile (Mobile)	189,183	1,780	1,000
Monroe	10,294	89	0
*Montgomery (Montgomery)	125,181	1,890	700
Morgan (Decatur)	29,517	252	200
Perry	7,851	67	0
Pickens	7,941	68	0
Pike (Troy)	15,793	135	100
Randolph	7,780	67	0
Russell	11,337	97	0
St. Clair	10,743	92	0
Shelby	9,792	84	0
Sumter	7,437	64	0
Talladega (Talladega)	24,002	205	300
Tallapoosa (Alexander City)	16,438	141	100
Tuscaloosa (Tuscaloosa)	50,038	477	400
*Walker (Jasper)	26,679	229	100
Washington	3,522	30	0
Wilcox	6,323	54	0
Winston	5,642	48	0

## ARIZONA

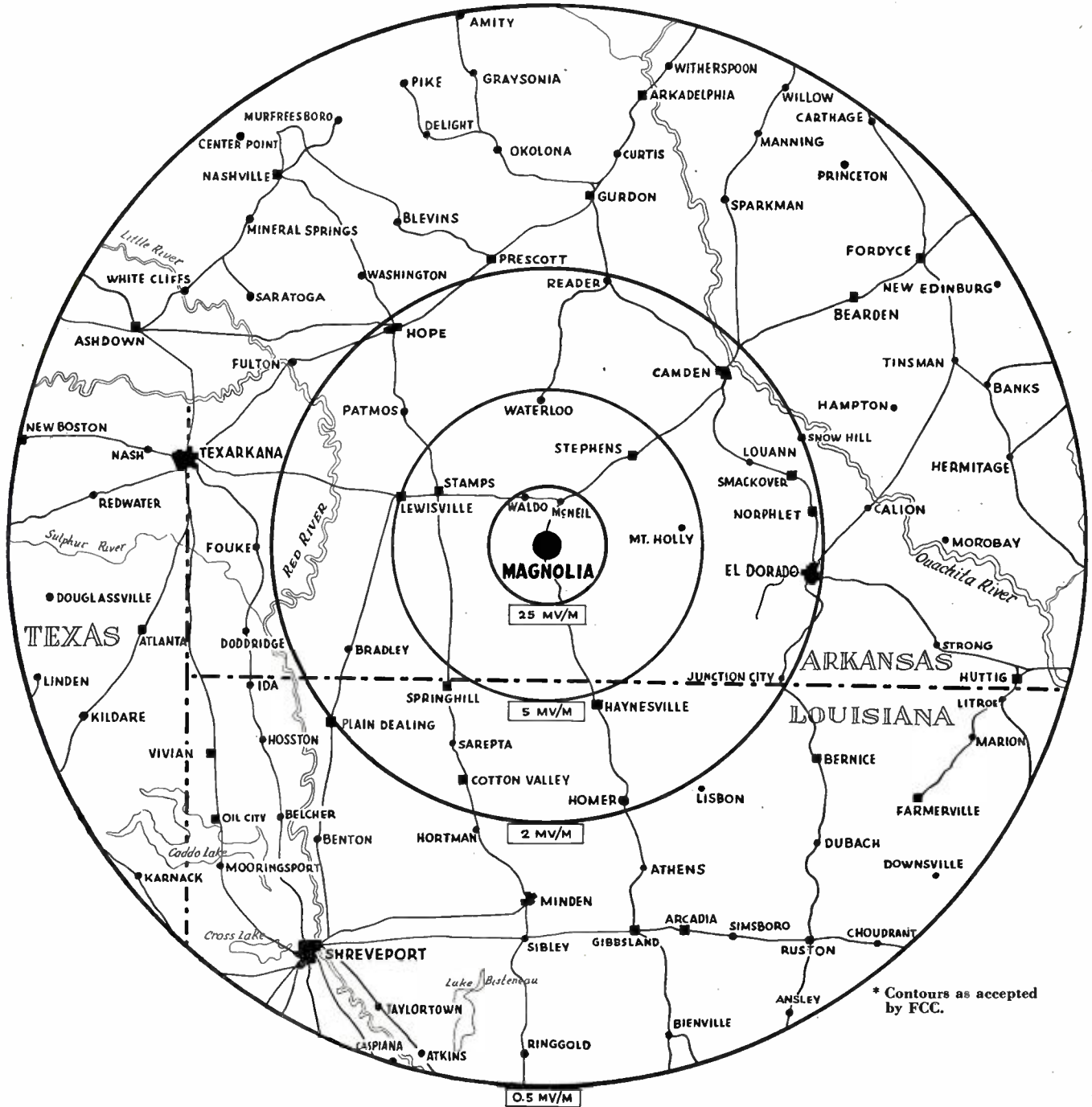
Apache	4,385	8	0
Conchise (Douglas)	26,983	138	200
Coconino (Flagstaff)	18,776	96	200
Gila (Globe)	16,022	53	100
Graham (Safford)	8,713	36	100
Greenlee	6,353	28	0
*Maricopa (Phoenix)	273,322	3,040	2,300
Mohave	9,050	32	0
Navajo	13,773	44	0
*Pima (Tucson)	107,035	1,090	500
Pinal (Coolidge)	21,025	170	100
Santa Cruz (Nogales)	10,849	86	100
Yavapai (Prescott)	21,193	119	100
Yuma (Yuma)	24,679	307	300

## ARKANSAS

Arkansas (Stuttgart)	15,623	133	100
*Ashley (Crossett)	11,731	127	0
Baxter	3,087	33	0
Benton (Siloam Springs)	17,046	184	300
Boone (Harrison)	10,596	114	100
*Bradley (Warren)	9,909	108	0
Calhoun	1,989	22	0
Carroll	5,486	59	0
*Chicot (Dermott)	10,355	112	0
Clark (Arkadelphia)	11,898	129	100
Clay	8,756	85	0
Cleburne	3,328	36	0
Cleveland	2,658	29	0
Columbia (Magnolia)	14,742	160	100
Conway	8,254	90	0
*Craighead (Jonesboro)	28,316	353	100
Crawford	8,867	96	0
*Crittenden (West Memphis)	2,343	256	100
	20,349	256	100
*Cross (Wynne)	9,741	106	0
Dallas	8,422	92	0
*Desha (McGehee)	10,298	112	0
Drew	8,347	91	0
*Faulkner (Conway)	11,246	122	0
Franklin	4,982	54	0
Fulton	1,674	18	0
Garland (Hot Springs)	43,604	600	900
Grant	3,364	36	0
Greene (Paragould)	12,455	135	100
Hempstead (Hope)	15,242	166	100
Hot Spring	7,306	79	0
Howard	8,087	88	0
*Independence (Batesville)	11,488	124	0
Izard	2,231	24	0

(Continued on page 14)

# COMPLETE COVERAGE OF OIL-RICH ARK-LA-TEX\*

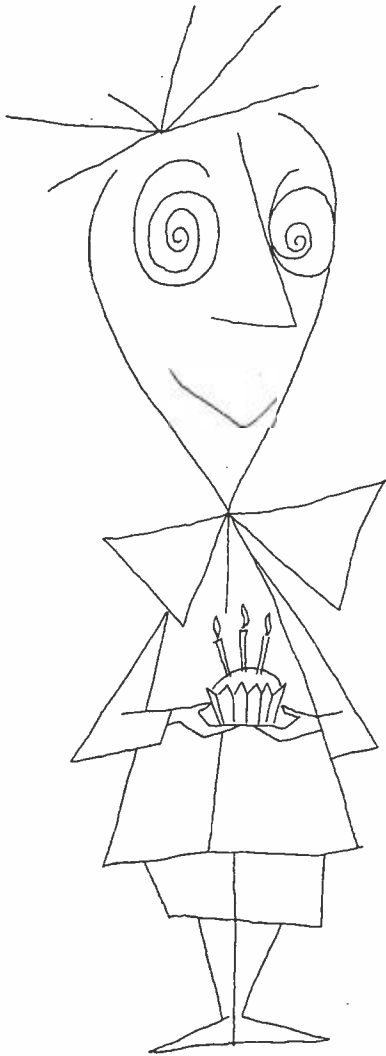


**KVMA**  
MAGNOLIA, ARKANSAS

**1000 WATTS**  
**630 KC**







# Thanks\*

we're starting  
our third  
year...

\* *To the loyal audiences of over 450 (as of September 14)*

*Subscriber Stations in almost as many markets..... To their clients and advertising agencies who know good buys when they hear them (29 programs of all kinds.)..... To their staffs who make our 3500 tunes and top-name artists "buy words" in broadcasting..... From the artists and staff of Capitol Transcriptions. For the Complete Story of this Top Star, Low-Budget Broadcasting Aid, Write Capitol Transcriptions, Dept. 1011, Sunset and Vine, Hollywood 28, California*







**all key circuits in just two drawers!**

... in Westinghouse FM Transmitters

Wherever you are, there is a Westinghouse transmitter salesman to serve you. And he is also close to your telephone. Assisting him are factory-trained broadcast specialists who have had wide experience in the installation and operation of broadcast stations.

and this service can help you anywhere! It's the fastest service in the broadcast industry, with Westinghouse field service engineers backed by 35 repair plants and 17 parts warehouses. It's on 24-hour call everywhere in the United States for emergency service.

No other transmitter gives you the important benefit of all key circuits in just two drawers\*. It's exclusive with Westinghouse and it offers you these advantages:

- your transmitter won't become obsolete . . . important FM developments are added to your unit by a simple drawer replacement.
- you stay on the air . . . while one unit is being serviced, a stand-by can be slipped readily into place.
- maintenance and inspection are easier . . . plug-in cables are long enough to permit inspection while the chassis is in operation.
- tube selection is unnecessary . . . any tube that registers "good" will work in the Westinghouse-developed "pulse-counting" center frequency control circuit\*.

These and other refinements—found only in

Westinghouse FM transmitters—are the important little things that forestall obsolescence and protect your investment . . . that cut your installation costs, simplify maintenance and keep you on the air.

Get the full story on the way these transmitter extras can mean money in your pocket. Ask your nearby Westinghouse office or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

\*One generates the FM carrier and adds the audio; the other contains the "pulse-counting" center frequency control.

**Here are more of these advantages!**

- replace tubes in a matter of seconds
- easiest in the industry to inspect and service
- "finger-tip" reach for all tubes from the **FRONT** of transmitter
- only one control to adjust output power
- entire unit in only 3 cubicles cuts installation costs

J-02146-A

**FIRST OF ALL . . .**

**IN BROADCASTING**

**Westinghouse**

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE



Andrew

(Continued from page 16)

INDIANA Continued

Table with columns: County (City), Retail Sales 1947, Gross Billings 1951, Existing Stations, Gross Billings Necessary for Existing Stations in \$1,000.

IOWA

Table with columns: County (City), Retail Sales 1947, Gross Billings 1951, Existing Stations, Gross Billings Necessary for Existing Stations in \$1,000.

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KANSAS

Table with columns: County (City), Retail Sales 1947, Gross Billings 1951, Existing Stations, Gross Billings Necessary for Existing Stations in \$1,000.

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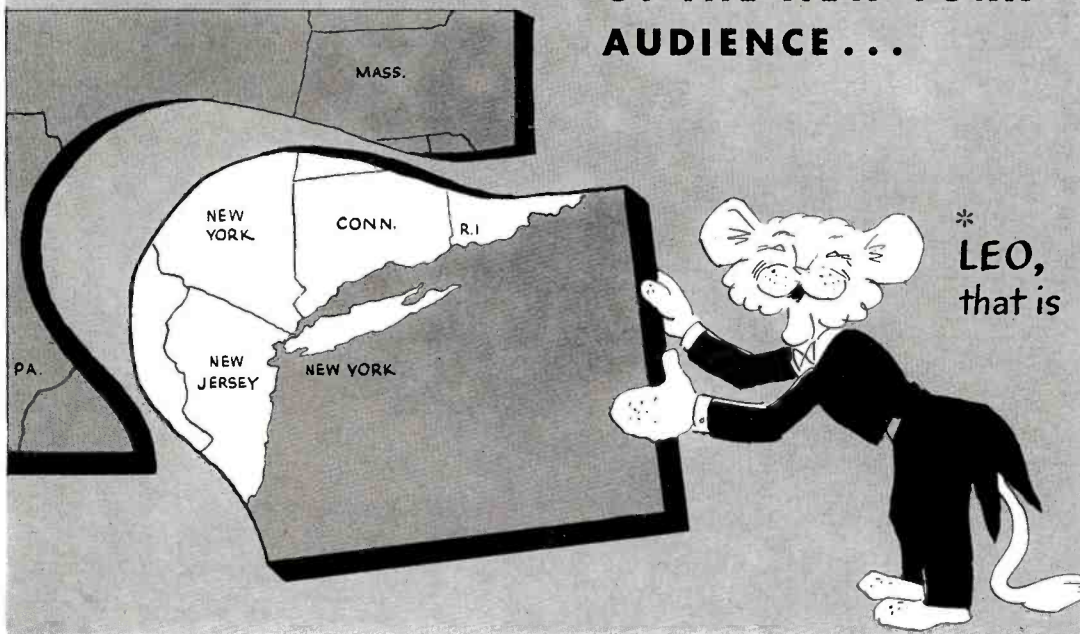
KENTUCKY

Table with columns: County (City), Retail Sales 1947, Gross Billings 1951, Existing Stations, Gross Billings Necessary for Existing Stations in \$1,000.

(Continued on page 20)

# For the Lion's\* share

OF THE NEW YORK  
AUDIENCE . . .



\*  
LEO,  
that is

## it's **WMGM**

"The biggest thing that's happened in New York radio in years!" That's the way advertising people everywhere characterized the bang-up opening of Metro-Goldwyn-Mayer's radio station in its million-dollar Fifth Avenue studios. Here are combined *brilliant showmanship* of the kind which has made MGM the greatest name in entertainment . . . *beautifully modern and technically perfect studios*, where full-hour audience shows may be produced with as much facility as a hundred-word spot . . . and *maximum power* from one of the nation's strongest broadcasting plants . . . all rolled up into a forceful advertising medium for selling the nation's greatest market. Your broadcast advertising schedule isn't complete if it doesn't include the "Call Letters of the Stars."

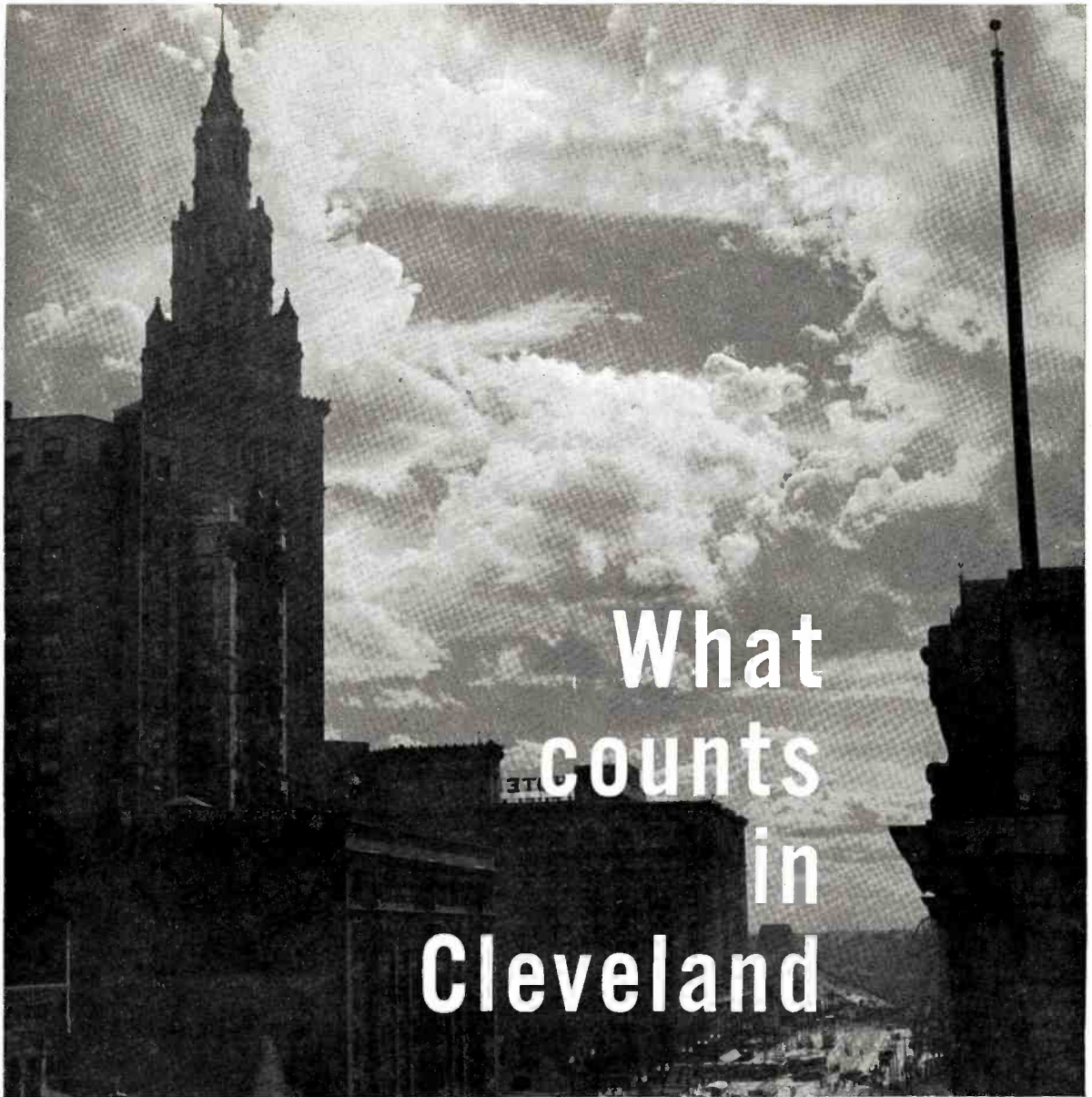
50,000 WATTS  
1050 KILOCYCLES  
CLEAR CHANNEL

# WMGM

711 FIFTH AVENUE MURRAY HILL 8-1000

WMGM—FM 18,000 Watts  
100.3 MC. Channel 262





# What counts in Cleveland

More people listen to WTAM than to any  
other station in Northern Ohio.

FIRST IN CLEVELAND

**WTAM** 

50,000 WATTS

Represented by NBC SPOT SALES

NATIONAL BROADCASTING COMPANY





TV

AM

FM

FAX

# TEAMWORK IN RADIO MANAGEMENT

Recommended reading for successful broadcasters  
and those who aspire to be.

*(reading time: 2 minutes)*

Men in radio management—and the men influencing management—are continually trying to find practical answers to an endless succession of pressing business problems.

These men are the executives of both large and small radio enterprises—presidents—managers—partners—bankers—lawyers—directors—and trustees.

In increasing numbers, these men recognize that the right radio management council can be successfully teamed up with their own organizations to provide profitable and timely answers to many important business problems. Effective professional radio management consultants work in close cooperation with clients' lawyers and consulting engineers, two essential members of the team.

## WHY WE CAN HELP

### We have:

**TIME**—to study a client's problem uninterrupted by daily routine;

**UNDERSTANDING**—of the principles necessary to profitable operation and the great importance of the human element to the success of business enterprise;

**EXPERIENCE**—gained from serving many broadcasters in varied markets;

**PERSPECTIVE**—an interested, impartial attitude because of an outside point of view;

**ABILITY**—a highly developed aptitude for digging into problems, unearthing facts, analyzing and interpreting them;

**COMPARATIVE KNOWLEDGE**—of what has happened in similar situations in other stations,

**INDEPENDENCE**—that enables us to say plainly from the outside what cannot always be said safely from within;

**TECHNIQUE**—an ability to work quickly and effectively within a client's organization without disturbing either the personnel or their work;

**FREEDOM**—from suspicion of prejudice or favoritism due to our completely detached position as professional men.

## WHAT WE DO

We investigate the facts, analyze, and counsel management on a limited number of highly important business problems peculiar to AM, FM, Television and Facsimile. Those most commonly encountered are as follows:

Station Management and  
Organizational Studies  
Station Appraisal  
Preparation of Exhibits for  
Presentation to Federal  
Agencies and the Courts  
Market Data Reports  
Program Analysis

Market Evaluations  
Rate Recommendations  
Cost and Profit Studies  
Expert Testimony before  
Federal Agencies and the  
Courts  
Program Policy Studies  
Traffic Control Systems

## FRAZIER & PETER

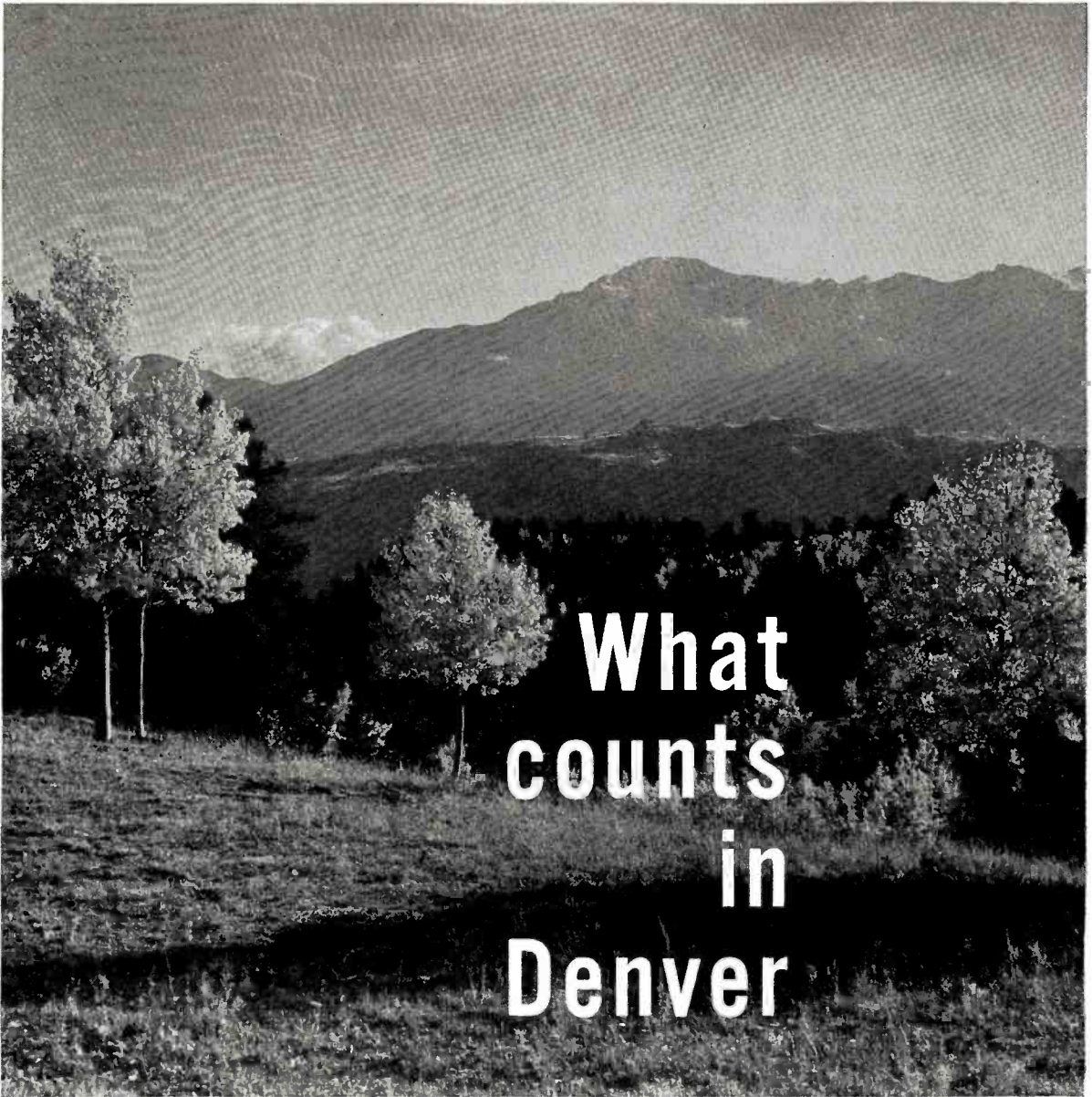
Radio Management Consultants

Suite 723 Bond Building

Washington 5, D. C.

NAtional 2173





# What counts in Denver

Colorado's only 50,000-watt station—  
Colorado's only NBC station—completely dominates  
metropolitan Denver and the Rockies.



NATIONAL BROADCASTING COMPANY

BROADCASTING • Telecasting

October 11, 1948 • Page 25



# CONLAN



EVERY SIXTY-SIX MINUTES (YEARLY AVERAGE) WE ISSUE A REPORT FOR A CITY, DISTRICT OR AREA IN ONE OF THE FORTY-EIGHT STATES.

EACH YEAR OVER FIVE HUNDRED COMPLETE GENERAL REPORTS ARE PUBLISHED FOR DISTRIBUTION AMONG OUR ADVERTISER AND AGENCY SUBSCRIBERS.

AND IN ADDITION, WE CONDUCT TWELVE HUNDRED OR MORE SPECIAL SURVEYS YEARLY FOR ADVERTISERS, AGENCIES, REGIONAL NETWORKS AND RADIO STATIONS.

**ROBERT S. CONLAN AND ASSOCIATES**

**I N C O R P O R A T E D**

**KANSAS CITY, MISSOURI**

# Andrew

(Continued from page 26)

## PENNSYLVANIA Continued

County (City) in \$1,000 <sup>1</sup>	Retail Sales 1947	Gross Billings 1951	Necessary for Existing Stations
Elk	18,597	92	0
Erie (Erie)	149,561	740	1,300
*Fayette (Uniontown)	119,010	590	200
Forest	2,252	11	0
*Franklin (Chambersburg)	42,920	211	100
Fulton	3,094	15	0
Greene	18,990	94	0
Huntingdon (Huntingdon)	21,634	107	100
*Indiana (Indiana)	42,367	208	100
*Jefferson (Punxsutawney)	31,383	154	0
Juniata	6,524	32	0
*Lackawanna (Scranton)	187,819	895	400
Lancaster (Lancaster)	178,429	880	1,000
Lawrence (New Castle)	72,516	358	300
Lebanon (Lebanon)	54,689	281	200
*Lehigh (Allentown)	164,341	820	600
*Luzerne (Wilkes-Barre)	269,927	1,330	600
Lycoming (Williamsport)	71,482	350	300
*McKean (Bradford)	45,535	225	100
*Mercer (Sharon)	77,311	380	100

County (City) in \$1,000 <sup>1</sup>	Retail Sales 1947	Gross Billings 1951	Necessary for Existing Stations
Mifflin (Lewistown)	29,015	143	100
Monroe (Stroudsburg)	26,981	133	200
*Montgomery (Lower Marion)	266,860	1,470	200
Montour	6,771	33	0
*Northampton (Bethlehem)	136,576	674	400
*Northumberland (Shamokin)	73,518	365	200
Perry	9,531	48	0
*Philadelphia (Philadelphia)	1,962,712	12,870	6,000
Pike	3,938	19	0
Potter	11,754	58	0
*Schuylkill (Pottsville)	127,560	642	200
Snyder	6,771	33	0
*Somerset (Somerset)	45,942	226	0
Sullivan	2,383	12	0
Susquehanna	15,895	88	0
Tioga	20,036	99	0
Union	9,895	49	0
Venango (Oil City)	42,339	209	200
*Warren (Warren)	41,554	206	100
*Washington (Washington)	136,852	675	200
Wayne	17,856	88	0
*Westmoreland (New Kensington)	186,254	970	200
Wyoming	10,882	54	0
*York (York)	133,805	660	400

## RHODE ISLAND

Bristol	14,507	70	0
*Kent (Warwick)	44,361	245	0
*Newport (Newport)	43,099	208	0
*Providence (Providence)	561,412	2,990	2,500

County (City) in \$1,000 <sup>1</sup>	Retail Sales 1947	Gross Billings 1951	Necessary for Existing Stations
*Washington (Westerly)	37,423	214	0

## SOUTH CAROLINA

Abbeville	8,142	51	0
*Aiken (Aiken)	20,373	127	0
Allendale	4,088	25	0
*Anderson (Anderson)	48,293	305	200
Bamberg	8,343	52	0
Barnwell	6,785	42	100
Beaufort	8,192	51	0
Berkeley	6,299	39	0
Calhoun	5,813	36	0
Charleston (Charleston)	112,464	686	900
Cherokee (Gaffney)	14,307	90	100
Chester (Chester)	16,451	103	100
Chesterfield	13,720	86	0
Clarendon	9,566	60	0
Colleton (Walterboro)	10,772	67	100
Darlington (Hartsville)	23,339	146	100
Dillon (Dillon)	12,450	78	100
Dorchester	7,873	49	0
Edgefield	6,333	40	0
Fairfield	8,577	54	0
Florence (Florence)	47,526	298	400
Georgetown	12,765	80	0
*Greenville (Greenville)	126,152	1,025	700
Greenwood (Greenwood)	29,132	182	100
Hampton	4,674	29	0
Horry (Conway)	26,553	167	200
Jasper	2,077	13	0
Kershaw	12,447	78	0
Lancaster (Lancaster)	15,898	100	100
Laurens (Laurens)	21,312	134	100
Lee	9,348	58	0
Lexington	13,069	82	0
McCormick	2,831	18	0
*Marion (Marion)	16,734	105	0

County (City) in \$1,000 <sup>1</sup>	Retail Sales 1947	Gross Billings 1951	Necessary for Existing Stations
Marlboro (Minutesville)	14,021	88	100
Newberry (Newberry)	17,942	112	100
Oconee	13,888	87	0
Orangeburg (Orangeburg)	31,319	198	200
Pickens	15,848	99	0
*Richland (Columbia)	117,173	1,090	600
Saluda	3,736	23	0
*Spartanburg (Spartanburg)	89,905	805	400
*Sumter (Sumter)	33,400	223	100
*Union (Union)	17,339	109	0
Williamsburg	12,431	78	0
York (Rock Hill)	35,371	223	200

## SOUTH DAKOTA

Aurora	2,647	25	0
*Beadle (Huron)	22,462	222	100
Bennett	1,555	15	0
Bon Homme	5,887	55	0
*Brookings (Brookings)	17,026	162	0
Brown (Aberdeen)	37,323	481	400
Brule	5,480	51	0
Buffalo	333	3	0
*Butte (Belle Fourche)	10,794	101	0
Campbell	1,555	15	0
Charles Mix	5,591	52	0
Clark	4,887	46	0
Clay	7,295	68	0
*Codington (Watertown)	25,954	265	100
Corson	2,647	25	0
Custer	5,055	47	0
*Davison (Mitchell)	23,736	226	100
Day	9,923	93	0
Deuel	3,888	36	0
Dewey	2,628	25	0
Douglas	3,111	29	0

(Continued on page 30)

<sup>1</sup> Retail Sales figures copyrighted 1948 by SALES MANAGEMENT, INC.; further reproduction not licensed.

# How to get SERVICE plus\*

## on custom processing and pressing!



PLAN NOW to send your masters to your nearest RCA Victor Custom Record Sales Studio!

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Chicago 11, Illinois  
Whitehall 4-900

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Hillside 5171

- Most modern manufacturing equipment and facilities in the trade!
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\* PLUS . . . RCA's world leadership in electronics . . . the pioneering research of the vast RCA Laboratories . . . the accumulative know-how of 50 years of experience!



## RCA VICTOR DIVISION CUSTOM RECORD SALES



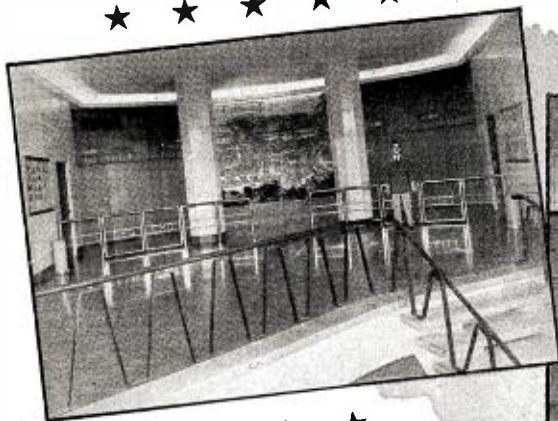
# CMQ RADIO NETWORK

INAUGURATES IN LA HABANA, CUBA

THE MOST MODERN

RADIO CENTER IN AMERICA

## RADIOCENTRO!

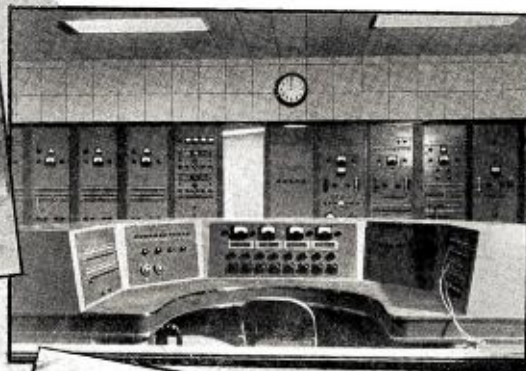
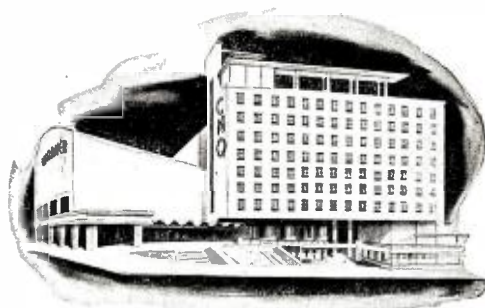


From indirect lighting and air conditioning to soundproof walls, floors, ceilings, the magnificent new CMQ studios in RADIOCENTRO are the last word in modern design.

The most recent developments in broadcasting equipment, the most advanced application of post war engineering and sound conditioning are all to be found in RADIOCENTRO—CMQ's outstanding new home.

Eleven studios of varying size—two of them can seat an audience of 350 each—facilitate the very best production of major radio programs. The latest "Master Control" unifies all the transmissions from these studios so that four broadcasts at a time can be handled.

All in all CMQ's new home is really a wonder—it's a radio center that places the most powerful radio network in Cuba in the first rank of world radio broadcasters.



## CMQ NETWORK

*"The most powerful radio network in Cuba"*

Exclusive representative in the U.S.A.

Melchor Guzman Co. Inc.

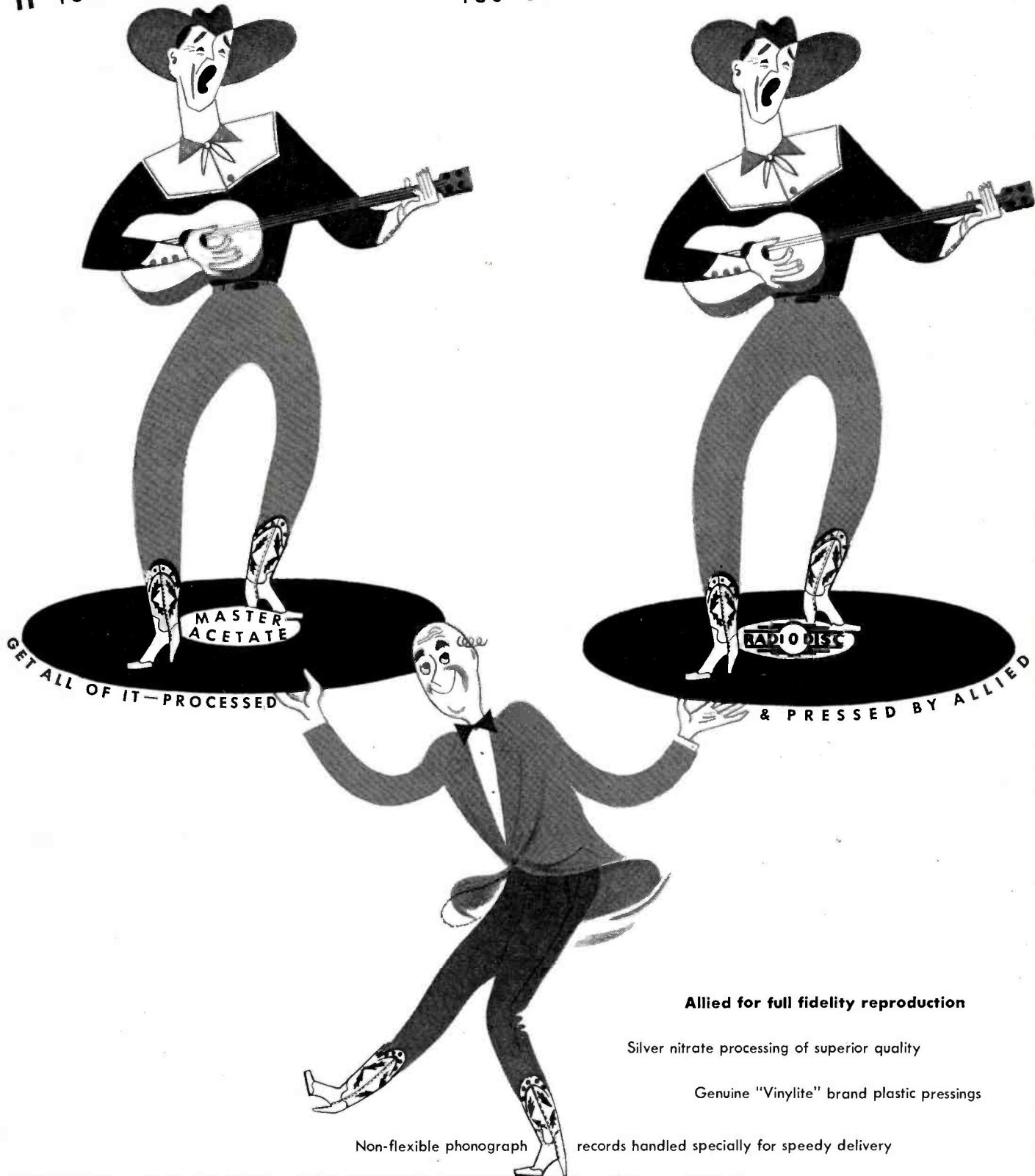
45 Rockefeller Plaza, New York 20, N. Y.





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YOU GET THIS ON YOUR ALLIED PRESSING!



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# BMI

for

GROWING REPERTOIRE

SERVICE

COMPETITION

## GROWING REPERTOIRE

MUSIC FOR EVERY NEED—BMI which had enough music for the entire needs of broadcasters in 1941, has since increased its repertoire of music by more than 450%.

In American folk music, BMI is unquestionably first as it is in Latin-American Music. In every other classification—current popular songs, foreign music, dance music, hot jazz, serious and semi-classical—the BMI-AMP repertoire provides both the quantity and quality of music to fill every program need.

## SERVICE

BMI emphasizes its *Service in Music* through a wide variety of practical programming and research aids.

Today, 2,363\* stations are making good use of such special BMI services as—COPYRIGHT RESEARCH—CONTINUITIES—HOLIDAY MUSIC LISTS—PIN UP SHEETS—NEWS-LETTERS—SONGS OF THE MONTH—PIN UP PATTERN—RECORDATA—MUSIC MEMO—GRATIS MUSIC—RECORD PURCHASING ASSISTANCE, etc. These and other helps are available to all broadcast licensees.

\*As of Sept. 22, 1948.

## COMPETITION

BMI has had the hearty support of music users from its very inception, not only because its combined catalogs contain a well-rounded store of great music but because it has created strong competition in publishing and in the field of performance rights.

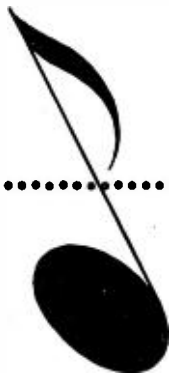
With its current licenses running until 1959 BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.

WHEN IT'S BMI IT'S YOURS

# BMI

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19  
CHICAGO • HOLLYWOOD



ALABAMA



See page 3 for key to map.

AM STATIONS

City	Frequency	Power	Net-work
Albertville* WAVU 630 500-D			
Alexander City WRFS 1050 1,000-D			
Andalusia WCTA 1340 250 MBS-KBS			
Anniston WHMA 1450 250 ABC			
Auburn WOBB 1490 250 MBS			
Auburn WAUD 1230 250			
Bessemer WJLD 1400 250 MBS-KBS			
Birmingham WAPI 1070 5,000 CBS			
Birmingham WBRC 960 5,000 NBC			
Birmingham WKAX 900 1,000-D			
Birmingham WSGN 610 5,000-LS ABC			
Birmingham WTNB 850 5,000-LS MBS			
Birmingham WYOC 690 1,000-D			
Brewton WVOG 690 250 KBS			
Clanton WEBJ 1240 250 KBS			
Clanton WKLF 980 1,000-D KBS			
Cullman WKUL 1340 250 KBS			
Decatur* WHOS 800 1,000-D			
Decatur* WMSL 1400 250 MBS-KBS			
Demopolis WXAL 1400 250 MBS-KBS			
Dothan WAGF 1400; CP-1320 250; CP-1,000 MBS			
Dothan WDIG 1450 250 ABC			
Dothan WOOD 560 1,000-D KBS			
Enterprise WIRB 1230 250			
Eufala* WULA 1240 250			
Eufala* WJOI 1340 250 ABC			
Florence *WMFT 1240 250 KBS			
Gadsden WOAD 1350 1,000 MBS			
Gadsden WGNH 1400 250 ABC			
Gadsden *WGWJ 570 1,000-D			
Gadsden WJBY 1240 250			
Greenville* WGYV 1400 250			
Huntsville WBHP 1230 250 MBS-KBS			
Huntsville WFUN 1450 250			
Huntsville WHBS 1490 250 ABC			
Jasper WWWB 1240 250 MBS-KBS			
Mobile* WAB 1480 5,000 MBS			
Mobile* WLA 1410 5,000 NBC			
Mobile* WKAB 840 1,000-D			
Mobile* WKRG 710 250-D;			
Mobile* CP-1,000-LS 250-N CBS			
Montgomery WMOB 1230 250 ABC			
Montgomery* WAPX 1600 1,000 ABC			
Montgomery* WCOV 1240 250 CBS			
Montgomery* WMCY 900 1,000-D MBS			
Montgomery* WSPA 1440 1,000 NBC			
Montgomery* *WJJJ 1170 10,000-LS 1,000-N			
Muscle Shoals WLAY 1450 250 MBS-KBS			
Opelika WJHO 1400 250-LS MBS-100-N KBS			

City	Frequency	Power	Net-work
Selma WGWC 1340 250 CBS			
Sylacauga WHBB 1490 250 MBS			
Sylacauga WFB 1340 250 MBS			
Talladega WMLS 1290 1,000-D			
Troy WHTB 1230 250 MBS-KBS			
Troy WTFB 1490 250 MBS-KBS			
Tuscaloosa WJRD 1150 5,000-LS CBS			
Tuscaloosa WTBC 1450; CP-1230 250 MBS			

FM STATIONS

City	Call Letters	Frequency (Mc)	Chan-nel (No.)	Power (Kw)
Anniston WHMA-FM 100.5 263 19				
Birmingham WAFM 99.5 258 515				
Birmingham WBRC-FM 102.5 273 546				
Birmingham WJLD-FM 104.7 284 40				
Birmingham WSGN-FM 93.7 229 510				
Birmingham WTNB-FM 106.9 295 276				
Birmingham WKAX-FM 97.9 250 8.2				
Gadsden WJBY-FM 103.7 279 1.5				
Huntsville WHBS-FM 95.1 236 10				
Lanett WRLD-FM 102.9 275 10				
Mobile WABB 107.9 300 51				
Mobile WALA-FM 94.9 235 102				
Mobile WKRG-FM 99.9 260 3				
Mobile WMOB-FM 97.5 248 8.8				
Montgomery WCOV-FM 94.5 233 15.5				
Montgomery WMGY-FM 107.5 298 6				
Mobile WSFA-FM 103.3 277 29.7				
Sylacauga WSYO 101.9 270 3.6				
Tuscaloosa WJRD-FM 101.3 267 3.2				
Tuscaloosa WTBC-FM 98.9 255 11				
Tuscaloosa WUOA 91.7 219 14.2				

TV STATIONS

City and Status	Applicant	Call Letters	Channel No.
Birmingham 4, 9, 13			
CP Birmingham (WBRC-TV) 4			
Bcmstg. Co.			
A Birmingham News Co. 9			
CP Voice of Alabama (WAFM-TV) 13			

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

\* Construction Permit.

MARKET INDICATORS FOR ALABAMA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	2,834,000	'47	2,832,961	'40
BMB Families -----	699,100	'48	719,000	'46
Per Cent Radio -----	82.7	'48	71.6	'46
Radio Families -----	578,300	'48	515,000	'46
Number of Business Concerns (1) Domestic Urban Electric Consumers -----	26,004	'46	22,270	'39
Private & Commercial Passenger Auto Registrations -----	349,000	'46	203,000	'39
Auto Registrations -----	323,079	'46	262,847	'39
Business Telephones -----	89,000	'46	47,000	'39
Residential Telephones -----	173,600	'46	74,500	'39
Nonagricultural Employment (2) -----	491,000	'46	389,000	'39
Total Income Payments to Individuals -----	\$2,371,000,000	'47	\$681,000,000	'39
Per Capita Income Payments --	\$ 837	'47	242	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 48,937,000	'46	\$ 8,741,000	'41
Bank Deposits -----	\$1,226,000,000	'46	\$32,000,000	'39
Drug Store Sales -----	\$ 39,309,000	'46	\$ 16,117,000	'39
Gross Postal Receipts (4) -----	\$ 10,633,000	'46	\$ 5,656,000	'39
Total Private Construction -----	\$ 78,700,000	'46	\$ 33,100,000	'39
Private Residential Building --	\$ 30,000,000	'46	\$ 16,300,000	'39
Private Nonresidential Building	\$ 33,000,000	'46	\$ 8,900,000	'39
Farm Construction -----	\$ 4,400,000	'46	\$ 3,000,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorpo-

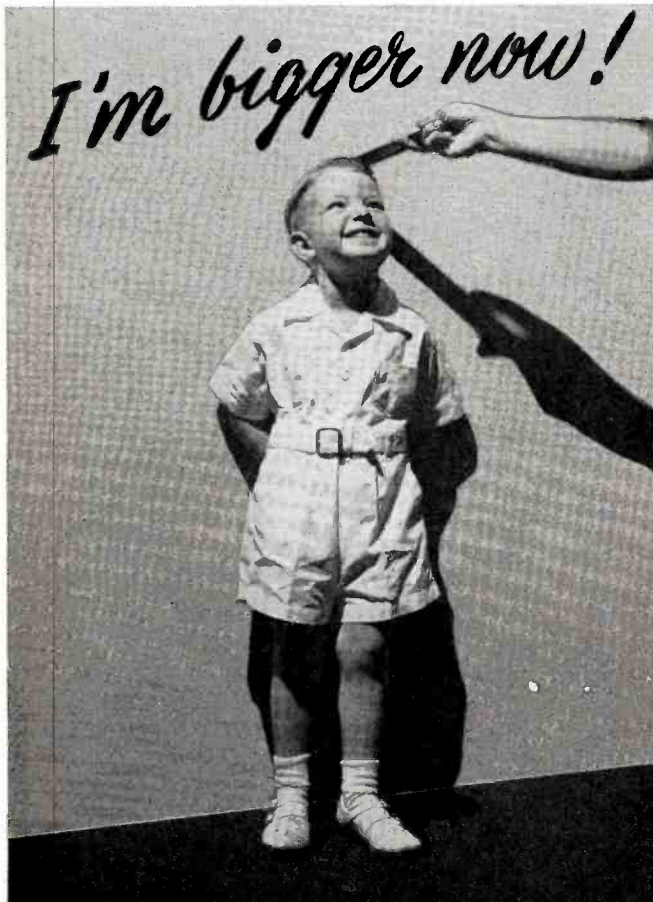
rated businesses, self-employed persons, domestics employed in private homes, vessel employees and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

ALABAMA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Andalusia -----Covington -----	2 170	77.4	1 680	Con	
Anniston -----Calhoun -----	7 820	82.5	6 450	Con	
Bessemer -----Jefferson -----	7 150	83.5	5 970	Con	
Birmingham -----Jefferson -----	83 790	89.7	75 160	Con - Hooper	
Brewton -----Escambia -----	990	76.8	760		
Clanton -----Chilton -----	1 220	79.5	970		
Cullman -----Cullman -----	1 620	88.3	1 430		
Decatur -----Morgan -----	5 340	87.6	4 680	Con	
Demopolis -----Marengo -----	1 400	70.0	980		
Dothan -----Houston -----	5 200	88.5	4 600	Con	
Florence -----Lauderdale -----	4 620	83.3	3 850		
Gadsden -----Etowah -----	10 860	88.7	9 630	Con	
Huntsville -----Madison -----	4 060	82.5	3 350	Con	
Lanett -----Chambers -----	1 790	84.4	1 510		
Mobile -----Mobile -----	23 940	83.5	19 990	Con - Hooper	
Montgomery -----Montgomery -----	25 590	80.7	20 660	Con	
Muscle Shoals -----Colbert -----	330	87.9	290	Con	
Opelika -----Lee -----	2 780	73.4	2 040	Con	
Phenix City -----Russell -----	4 730	77.6	3 670		
Selma -----Dallas -----	6 500	74.6	4 850	Con	
Sylacauga -----Talladega -----	1 770	85.3	1 510		
Talladega -----Talladega -----	2 340	82.1	1 920	Con	
Troy -----Pike -----	2 380	76.1	1 810		
Tuscaloosa -----Tuscaloosa -----	7 650	81.0	6 200	Con	

## ALABAMA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Autauga	3,890	77.4	3,010	274	1,256	465	1,426	5,264
Baldwin	10,130	83.7	8,480	1,026	1,927	661	6,721	18,056
Barbour	7,940	74.8	5,940	711	2,668	782	4,246	11,120
Bibb	4,430	84.7	3,750	191	2,003	723	1,248	7,025
Blount	6,980	81.5	5,690	308	1,078	357	3,798	8,533
Bullock	4,070	73.2	2,980	253	984	289	3,400	6,036
Butler	6,930	77.2	5,350	636	2,645	790	4,402	11,659
Calhoun	16,110	83.5	13,450	3,423	14,755	5,636	25,075	39,692
Chambers	9,940	84.0	8,350	204	8,890	3,505	1,314	11,300
Cherokee	3,670	86.1	3,160	316	415	99	3,028	4,725
Chilton	7,430	80.5	5,980	361	1,760	480	4,700	10,923
Choctaw	4,410	75.7	3,340	80	1,389	378	1,204	4,563
Clarke	7,280	78.0	5,680	544	1,860	515	4,945	12,575
Clay	3,800	80.8	3,070	408	508	137	2,654	5,030
Cleburne	2,860	79.4	2,270	113	471	94	1,053	4,995
Coffee	6,950	78.4	5,450	681	1,027	335	4,398	10,169
Colbert	8,980	83.3	7,480	2,341	7,301	3,134	7,617	18,559
Conecuh	4,250	77.9	3,310	322	883	256	2,078	6,827
Coosa	2,770	80.1	2,220	95	643	165	900	2,730
Covington	10,420	77.8	8,110	1,321	5,125	1,586	8,832	22,612
Crenshaw	4,610	79.4	3,660	275	973	250	2,938	7,221
Cullman	10,600	84.7	8,980	944	2,280	642	9,092	20,931
Dale	4,890	78.5	3,840	618	1,326	385	3,104	5,605
Dallas	12,730	74.1	9,430	2,234	6,710	1,912	16,581	29,913
De Kalb	9,920	83.6	8,290	1,743	2,045	598	5,879	12,881
Elmore	7,570	81.0	6,130	992	4,169	1,501	5,884	12,253
Escambia	7,510	78.4	5,890	742	2,650	895	8,262	18,559
Etawah	18,950	87.4	16,560	3,873	18,905	7,452	21,301	59,537
Fayette	4,150	81.4	3,380	338	1,753	484	4,505	7,905
Franklin	5,770	81.3	4,690	555	1,897	641	5,479	8,857
Geneva	6,830	78.9	5,390	436	2,218	645	5,436	9,702



### YES, JOHNNIE IS BIGGER NOW!

... so is Johnnie's home—Birmingham (now with over half a million population).

AND bigger, too, is Birmingham's favorite—WSGN (30.2 per cent total listening, Conlan, May, 1948).

In 7 years this is how WSGN and Birmingham have grown:

- Population Increased . 23%**
- Income Per Family Increased . . . . 148%**
- Radio Families Increased 26%**
- WSGN Average Hoopering Increased 33%**
- WSGN Actual Listening Audience Increased . 67%**

WHBS, Huntsville, Ala.  
sold in optional combination with

**WSGN**  
BIRMINGHAM, ALA.

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Greene	3,400	73.8	2,510	178	581	132	1,667	5,731
Hale	4,540	75.3	3,420	244	617	142	1,941	5,724
Henry	4,560	78.9	3,600	284	823	207	3,502	6,043
Houston	11,860	84.0	9,960	2,304	5,094	1,796	16,882	27,452
Jackson	9,740	82.3	8,020	416	1,943	591	5,863	12,126
Jefferson	140,800	89.2	125,530	50,334	136,105	62,947	202,962	517,348
Lamar	4,110	82.2	3,380	203	687	183	2,336	5,803
Lauderdale	11,860	82.6	9,800	2,244	3,637	1,205	12,127	25,763
Lawrence	5,520	80.3	4,430	257	261	69	3,138	5,103
Lee	8,340	77.2	6,440	1,530	4,461	1,325	8,400	15,289
Limestone	7,530	80.5	6,060	648	856	246	5,483	11,463
Lowndes	2,970	73.7	2,190	114	362	79	1,277	4,923
Macon	5,860	75.4	4,420	575	1,008	251	3,085	9,647
Madison	15,410	84.8	13,060	2,404	8,264	2,562	17,741	44,272
Marengo	6,230	73.5	4,580	634	1,840	473	4,571	11,373
Marion	6,550	83.1	5,440	179	1,536	539	3,874	7,492
Marshall	9,670	84.3	8,150	758	2,855	886	10,585	19,421
Mobile	42,690	83.5	35,640	14,345	52,482	21,130	117,493	169,183
Monroe	5,850	78.1	4,570	447	2,295	620	3,391	10,294
Montgomery	31,740	80.2	25,460	10,937	22,236	8,370	48,787	125,181
Morgan	12,890	85.3	10,830	2,620	7,109	8,381	13,279	29,517
Perry	4,420	76.5	3,380	408	771	170	2,029	7,851
Pickens	5,480	79.5	4,340	312	1,549	421	3,996	7,941
Pike	7,650	77.3	5,910	917	2,374	746	10,163	15,793
Randolph	5,110	81.2	4,150	419	2,275	727	3,791	7,780
Russell	8,890	76.4	6,790	1,521	1,656	470	3,488	11,337
St. Clair	6,920	84.5	5,850	269	2,741	1,101	3,097	10,743
Shelby	7,190	84.3	6,060	473	2,709	919	2,310	9,792
Sumter	5,740	75.6	4,340	297	1,460	336	2,869	7,437
Talladega	11,670	80.5	9,390	1,843	8,783	3,409	13,225	24,002
Tallapoosa	8,180	83.3	6,810	771	5,408	2,179	5,616	16,438
Tuscaloosa	18,960	82.1	15,560	3,318	10,448	3,981	20,832	50,038
Walker	17,250	85.8	14,800	916	8,010	3,490	9,692	26,679
Washington	3,510	77.8	2,730	98	717	210	937	3,522
Wilcox	5,410	74.3	4,020	254	1,402	301	2,153	6,323
Winston	4,050	83.2	3,370	315	838	209	2,366	5,642

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

### ARIZONA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Apache	6,910	87.8	6,070	303	508	168	---	4,385
Cochise	11,930	94.9	11,320	2,439	4,478	3,072	17,617	26,983
Coconino	5,630	90.6	5,100	903	1,772	748	4,056	18,776
Gila	9,010	94.0	8,470	1,178	5,085	2,760	7,349	16,022
Graham	3,700	93.8	3,470	648	906	352	2,562	8,713
Greenlee	2,830	94.0	2,660	322	3,119	1,403	1,798	6,353
Maricopa	65,830	94.1	61,960	20,351	36,086	18,974	121,460	273,322
Mohave	3,910	93.6	3,660	490	1,057	506	2,558	9,050
Navajo	7,540	90.2	6,800	1,125	1,374	563	4,948	13,773
Pima	26,140	95.0	24,820	10,711	13,669	6,668	47,783	107,035
Pinal	9,530	92.2	8,790	1,065	2,811	1,430	5,049	21,025
Santa Cruz	3,120	92.0	2,870	515	1,230	431	4,599	10,849
Yavapai	10,810	94.3	10,190	1,645	3,634	1,756	9,270	21,193
Yuma	5,910	93.4	5,520	1,385	2,038	955	6,726	24,679

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

### ARIZONA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Bisbee	Cochise	1 990	95.0	1 890	Con
Douglas	Cochise	2 920	93.5	2 730	Con
Flagstaff	Coconino	1 670	91.6	1 530	
Glendale	Maricopa	1 550	89.7	1 390	
Globe	Gila	2 270	94.7	2 150	Con
Mesa	Maricopa	2 320	92.2	2 140	
Phoenix	Maricopa	23 740	94.8	22 510	Con - Hooper
Prescott	Yavapai	2 360	93.6	2 210	Con
Safford	Graham	780	94.9	740	
Tucson	Pima	12 260	95.4	11 690	Con
Yuma	Yuma	1 740	93.1	1 620	Con



is faster



is more effective



is less expensive



is the best way to reach Tucson buying power



is represented by John Blair Co.



See page 3 for key to map.

MARKET INDICATORS FOR ARIZONA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	644,000	'47	499,261	'40
BMB Families	172,800	'48	169,800	'46
Per Cent Radio	93.6	'48	82.4	'46
Radio Families	161,700	'48	139,900	'46
Number of Business Concerns (1)	6,395	'46	6,174	'39
Domestic Urban Electric Consumers	113,000	'46	80,000	'39
Private & Commercial Passenger Auto Registrations	124,037	'46	106,924	'39
Business Telephones	42,500	'46	22,500	'39
Residential Telephones	58,500	'46	29,100	'39
Nonagricultural Employment (2)	103,000	'46	89,000	'39
Total Income Payments to Individuals	\$ 721,000,000	'47	227,000,000	'39
Per Capita Income Payments	\$ 1,120	'47	461	'39
Sales of U. S. Savings Bonds (Series E) (3)	\$ 15,553,000	'46	3,648,000	'41
Bank Deposits	\$ 393,000,000	'46	91,000,000	'39
Drug Store Sales	\$ 22,793,000	'46	7,424,000	'39
Gross Postal Receipts (4)	\$ 3,938,000	'46	1,909,000	'39
Total Private Construction	\$ 28,700,000	'46	12,900,000	'39
Private Residential Building	\$ 11,100,000	'46	7,000,000	'39
Private Nonresidential Building	\$ 12,800,000	'46	2,600,000	'39
Farm Construction	\$ 2,300,000	'46	1,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

AM STATIONS

City	Frequency	Power	Network
Coolidge	*KCKY 1150	1,000	
Douglas	KAWT 1450	250	NBC
Flagstaff	*KFAK 1240	250	
	KWRZ 1340	250	
Glendale	KRUX 1340	250	
Globe	KWJB 1240	250	NBC
Kingman	*KGAN 1230	250	
Lowell	KSUN 1230	250	
Mesa	KARV 1400	250	CBS
	KTYL 1490	250	KBS
Nogales	*KNOG 1340	250	
Phoenix	KOOL 960	5,000	MBS
	KOY 550	1,000	CBS
	KPHO 1230	250	ABC
	*KPSC 1270	5,000	
	KTAR 620	5,000	NBC
Prescott	KYCA 1490	250	NBC
Safford	KGLU 1480	1,000	NBC
Tucson	KCNA 1340	250	MBS
	KOPO 1450	250	ABC
	*KTSC 580	1,000	
	KTUC 1400	250	CBS
	KVOA 1290	1,000	NBC
Yuma	KYUM 1240	250	NBC
	*KSOL 1400	250	
	*KYSC 1190	1,000	

\* Construction Permit.

FM STATIONS

City	Call Letters (Mc)	Frequency (Kw)	Channel (Kw)
Phoenix	KPSC-FM 98.5	253	8
Tucson	KTSC-FM 99.5	258	--

TV STATIONS

City and Status Applicant	Call Letters	Channel No.
Phoenix 2, 4, 5, 7	KTAR Bcstg. Co.	4
CP Phoenix Tele. Co. (KTLX)		5

# ARIZONA

THE BABY STATE HAS GROWN UP!

## 1947 PROVED IT...

\$1,085,000,000 spent for goods, services and taxes

- ➔ \$649,000,000 in retail sales (\$175,000,000 in 1940)
- ➔ \$415,000,000 in bank deposits (\$99,000,000 in 1940)
- ➔ Per capita sales, \$1,008.00 (National Average, \$821.00)

Use Arizona's most effective approach to this rich market... the seven line-connected NBC stations of the Arizona Broadcasting System, the state's largest network.

Research Dept.  
VALLEY NATIONAL BANK

A. LABENZ

**KTAR**  
PHOENIX  
5000 Watts - 620 K.C.

**KVOA**  
TUCSON  
1000 Watts - 1290 K.C.

**KYUM**  
YUMA  
250 Watts - 1240 K.C.

**KYCA**  
PRESCOTT  
250 Watts - 1490 K.C.

**KGLU**  
SAFFORD  
1000 Watts - 1380 K.C.

**KWJB**  
GLOBE/BUENA VISTA  
250 Watts - 1440 K.C.

**KAWT**  
DODD/BIG BEE  
250 Watts - 1490 K.C.



\* Youngest state in the union.  
Admitted in 1912.

**KTAR**  
27<sup>th</sup>  
YEAR

National Representative  
Paul H. Roymer Company NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

# ARKANSAS

## AM STATIONS

City	Frequency	Power	Net-Work
Arkadelphia	KVRC 1240	250	MBS
Blytheville	KLCN 900	1,000-D	MBS-KBS
Camden	KAMD 1450	250	MBS-KBS
El Dorado	KELD 1400	250	ABC
Fayetteville	KGRH 1450	250	MBS
Fort Smith	KFPW 1400	250	MBS
	KFSA 950	1,000-LS	ABC
		500-N	
	KRKN 1230	250	
	KWHN 1320	5,000	
Harrison	KROZ 1240	250	MBS
Helena	*KFPA 1360	1,000	MBS-KBS
Hope	KXAR 1490	250	MBS
Hot Springs	KTHS 1090	10,000-LS	ABC
		1,000-N	
	KWFC 1340	250	MBS-KBS
Jonesboro	KBTM 1230	250	MBS-KBS
Little Rock	KARK 920	5,000	NBC
	KGHI 1250	1,000-LS	ABC
		500-N	
	KLRA 1010	10,000-LS	CBS
		5,000-N	
	KVLC 1050	1,000-D	
Magnolia	*KVMA 630	1,000-D	MBS
North Little Rock			
	KXLR 1450	250	MBS
Paragould	KDRS 1490	250	KBS
Pine Bluff	KCLA 1400	250	
	KOTN 1490	250	MBS-KBS
Russellville	KXRJ 1490	250	MBS-KBS
Siloam Springs	KUOA 1290	5,000-D	MBS-KBS
Stuttgart	*KWAK 1240	250	MBS
West Memphis			
	KWEM 990	1,000-D	

\* Construction Permit.

## FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Blytheville	KLCN-FM	96.1	241	6.2
Fort Smith	KFPW-FM	94.9	235	14
	KFSA-FM	107.7	299	497
	KRKN-FM	102.1	271	33
	KWHN-FM	104.1	281	43
	KBTM-FM	105.7	289	--
Jonesboro				
Siloam Springs	KUOA-FM	96.5	243	--
West Memphis	KWEM-FM	105.9	290	8.3

## TV STATIONS

Little Rock 3, 6, 8, 10	
A Mid-South Tele. Bcstg. Co.	10
A Southwestern Pub. Co.	8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.



See page 3 for key to map.

## MARKET INDICATORS FOR ARKANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	1,913,000	'47	1,949,387	'40
BMB Families -----	512,500	'48	487,000	'46
Per Cent Radio -----	84.0	'48	72.5	'46
Radio Families -----	430,600	'48	353,000	'46
Number of Business Concerns (1)	22,450	'46	21,684	'39
Domestic Urban Electric Consumers -----	199,000	'46	129,000	'39
Private & Commercial Passenger Auto Registrations -----	223,582	'46	180,555	'39
Business Telephones -----	59,700	'46	34,100	'39
Residential Telephones -----	111,000	'46	45,500	'39
Nonagricultural Employment (2)	235,000	'46	193,000	'39
Total Income Payments to Individuals -----	\$1,358,000,000	'47	478,000,000	'39
Per Capita Income Payments -- \$	710	'47	246	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 28,803,000	'46	6,593,000	'41
Bank Deposits -----	\$ 786,000,000	'46	201,000,000	'39
Drug Store Sales -----	\$ 30,477,000	'46	12,736,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed per-

sons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

Gross Postal Receipts (4) -----	\$ 6,916,000	'46	4,056,000	'39
Total Private Construction ----	\$ 61,000,000	'46	23,100,000	'39
Private Residential Building --	\$ 17,800,000	'46	7,600,000	'39
Private Nonresidential Building	\$ 27,500,000	'46	6,300,000	'39
Farm Construction -----	\$ 4,900,000	'46	4,000,000	'39

## ARKANSAS RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Arkadelphia	Clark	1 810	85.1	1 540	
Blytheville	Mississippi	4 020	80.6	3 240	Con
Camden	Ouachita	3 190	80.3	2 560	Con
El Dorado	Union	6 030	87.9	5 300	Con
Fayetteville	Washington	3 070	90.6	2 780	Con
Fort Smith	Sebastian	13 090	90.5	11 850	Con
Harrison	Boone	1 580	91.8	1 450	
Helena	Phillips	3 510	73.2	2 570	
Hope	Hempstead	2 710	80.8	2 190	
Hot Springs	Garland	8 180	86.3	7 060	Con
Jonesboro	Craighead	4 230	89.8	3 800	Con
Little Rock	Pulaski	31 780	90.2	28 650	Con - Hooper
North Little Rock	Pulaski	7 590	86.6	6 570	Con
Paragould	Greene	2 630	91.6	2 410	
Pine Bluff	Jefferson	8 210	85.9	7 050	Con
Russellville	Pope	2 120	86.8	1 840	
Siloam Springs	Benton	1 110	88.3	980	Con
(1) Texarkana	Miller				
West Memphis	Crittenden	1 320	74.2	980	

(1) See Bowie County, Texas



# HAPPY CLIENTS ARE ANY STATIONS BEST TESTIMONIAL

HERE IS THE GRAPHIC STORY OF HOW RADIO STATIONS  
KFPW AND KFPW/fm KEEP ALL THEIR ADVERTISERS SATISFIED

Robert S. Conlan and Associates, Inc., nationally known survey makers, have released this General Co-  
incidental Radio Survey of Fort Smith:

DISTRIBUTION OF LISTENING HOMES AMONG RADIO STATIONS*				
	MORNING PERIOD	AFTERNOON PERIOD	EVENING PERIOD	ENTIRE SURVEY
<b>KFPW</b>	<b>43.9%</b>	<b>49.1%</b>	<b>45.3%</b>	<b>46.3%</b>
Station A**	26.4	17.5	18.7	19.8
Station B	11.7	13.6	12.1	12.6
Station C	13.2	11.7	9.4	11.0
Station D***	3.6	6.4	11.3	8.0
Others****	1.2	1.7	3.2	2.3

(\*) Stations listed in order they came on air  
 (\*\*) Network Station.  
 (\*\*\*) Most widely listened to out-of-town station.  
 (\*\*\*\*) Includes all out-of-town stations mentioned in answer to questions.

In a recent Father's Day Contest sponsored by the Cham-ber of Commerce calling for mailed-in post card votes in which four radio stations and three newspapers participated, RADIO STATION KFPW-KFPW/fm RECEIVED MORE THAN 18,000 OF THE 40,000 votes received.

## HERE IS HOW THE PIONEER FORT SMITH STATION KEEPS ITS LISTENERS HAPPY

FULL MUTUAL NETWORK—ASSOCIATED PRESS AND UNITED PRESS FULL 24-HOUR LEASED WIRE SERVICES  
—COMPLETELY STAFFED LOCAL NEWS BUREAU WESTERN ASSOCIATION AND WORLD SERIES BASEBALL—  
UNIVERSITY OF ARKANSAS FOOTBALL AND BASKETBALL—PUBLIC SERVICE UNEXCELLED BY ANY STATION  
IN AMERICA — SOUTHWEST'S FINEST RADIO PHYSICAL PLANT

Many local KFPW clients have retained the same time daily for more than 18 years . . . because they KNOW where the listening audience is on the local radio dials.

THE WALKER COMPANY, National Representatives

# KFPW and KFPW-fm

Fort Smith, Arkansas, Capital of the Wealthy Arkansas Valley Empire

## ARKANSAS RADIO MARKET DATA BY COUNTIES

ARKANSAS

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Arkansas	6,980	84.4	5,890	931	2,064	782	12,590	15,623
Ashley	6,640	81.3	5,400	819	2,752	1,165	4,362	11,713
Baxter	1,970	87.8	1,730	276	323	76	1,707	3,067
Benton	10,860	87.0	9,450	2,330	2,459	651	8,322	17,046
Boone	4,790	87.1	4,170	1,098	1,327	343	4,373	10,596
Bradley	4,710	85.6	4,030	690	2,189	874	3,401	9,909
Calhoun	1,760	81.8	1,440	159	138	34	652	1,989
Carroll	4,180	88.8	3,680	531	535	118	3,786	5,446
Chicot	6,090	77.3	4,710	568	1,052	294	3,786	10,355
Clark	6,690	83.9	5,610	911	1,791	477	6,066	11,898
Clay	6,900	87.2	6,020	410	744	212	4,722	8,756
Cleburne	3,380	84.6	2,860	217	443	115	2,758	3,328
Cleveland	2,570	82.5	2,120	126	725	230	840	2,658
Columbia	7,140	82.5	5,890	1,062	2,770	860	9,873	14,742
Conway	5,120	82.8	4,240	395	1,364	404	3,785	8,254
Craighead	13,080	88.5	11,580	1,755	3,565	1,240	12,570	28,316
Crawford	6,900	84.6	5,840	914	1,455	261	4,700	8,867
Crittenden	10,590	77.2	8,180	666	1,752	626	3,923	20,349
Cross	6,200	80.6	5,000	455	651	195	4,770	9,741
Dallas	3,640	79.4	2,890	557	1,540	474	4,387	8,422
Desha	6,260	79.2	4,960	575	1,370	390	4,285	10,298
Drew	5,020	79.1	3,970	513	1,302	356	3,749	8,347
Faulkner	6,490	85.7	5,560	864	902	287	3,394	11,246
Franklin	3,830	86.4	3,310	397	708	247	1,917	4,982
Fulton	2,580	82.9	2,140	70	265	73	1,467	1,674
Garland	14,570	86.8	12,640	3,223	8,627	2,918	14,012	43,604
Grant	2,770	85.2	2,360	214	732	170	826	3,364
Greene	7,610	88.2	6,710	830	1,875	520	8,755	12,455
Hempstead	7,290	80.7	5,880	1,029	2,241	674	6,570	15,242
Hot Spring	5,080	83.5	4,240	577	2,266	974	3,769	7,306
Howard	4,160	83.2	3,460	431	1,219	385	3,025	8,087

# "The Old One-Two"

**ONE STATION . . ONE MARKET**

**TWO STATE COVERAGE**

**WESTERN ARKANSAS • EASTERN OKLAHOMA**

**2 BIG INCOMES      2 RICH RESOURCES**

**DIVERSIFIED AGRICULTURE • INDUSTRY**

**2 NEWSPAPER AFFILIATIONS**

**FORT SMITH TIMES • SOUTHWEST AMERICAN RECORD**



**KFSM/fm—107.7 Megacycles, Channel 299**

**NATIONAL REPRESENTATIVE: TAYLOR-BORROFF & CO., Inc.**

Available to National Advertisers

## TWO "Bill Humbert" SHOWS

### (1) "Breakfast with Bill Humbert"

This audience participation is designed for women only. Features unique contests, valuable prizes, free orchids for youngest mother, oldest lady, etc. Tremendously popular. Visitors from whole southwest. Saturdays: 10:00 a.m.

### (2) "Bill Humbert Talks It Over"

Informal get-together participating show. Chats with ladies. Poetry. News about programs, people in general, movies, travel. Monday thru Friday, 10:15 a.m. Preceded by John Nesbitt's Passing Parade; followed by Gabe Heatter's Mailbag.

KVMA offers 1000 watts coverage (on 630 kc) of 30 counties in oil and agricultural rich Ark-La-Texas.

Special Combination Rates if Advertiser buys both shows

Wire or write Bill Humbert for rates and information

MUTUAL AFFILIATE

# K V M A

630  
kc

MAGNOLIA, ARK.

1000  
watts  
(D)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Independence	6,490	85.8	5,570	681	1,354	427	4,052	11,488
Izard	2,500	84.0	2,100	68	246	75	679	2,231
Jackson	6,820	82.0	5,590	580	1,443	421	5,672	12,287
Jefferson	18,250	81.2	14,820	5,341	8,398	3,217	27,230	47,589
Johnson	5,170	85.3	4,410	449	1,271	453	2,833	6,600
Lafayette	3,640	82.1	2,990	408	720	176	2,852	6,693
Lawrence	5,510	86.8	4,780	320	621	168	3,419	7,844
Lee	6,480	75.5	4,890	336	556	149	2,801	9,574
Lincoln	3,870	77.8	3,010	201	353	101	640	4,016
Little River	3,640	81.9	2,980	277	734	165	1,155	5,762
Logan	6,020	86.2	5,190	770	1,543	641	3,392	9,388
Lonoke	6,990	84.5	5,910	601	907	308	6,253	13,514
Madison	2,940	80.6	2,370	167	222	38	1,629	2,027
Marion	2,040	83.8	1,710	43	96	16	173	1,302
Miller	8,200	83.5	6,850	1,844	2,973	1,071	12,865	25,948
Mississippi	18,880	82.9	15,650	1,805	4,775	1,658	16,540	54,586
Monroe	5,510	74.0	4,080	464	875	216	3,224	7,770
Montgomery	2,020	82.7	1,670	86	266	52	667	2,082
Nevada	4,120	82.8	3,410	688	1,112	354	2,792	7,770
Newton	1,980	79.3	1,570	62	164	33	621	1,115
Ouachita	9,420	82.1	7,730	1,390	5,594	2,266	8,498	17,640
Perry	1,960	81.6	1,600	53	86	19	335	1,320
Phillips	14,190	75.6	10,730	1,469	4,200	1,400	7,539	24,656
Pike	2,870	84.7	2,430	235	617	167	1,694	3,624
Poinsett	8,940	83.4	7,460	677	1,915	621	6,422	15,596
Polk	4,540	82.2	3,730	520	1,587	367	3,282	8,180
Pope	7,030	84.2	5,920	883	2,231	442	5,764	11,618
Prairie	3,570	84.9	3,030	208	253	54	1,527	4,145
Pulaski	52,460	88.6	46,470	19,845	37,221	14,815	78,734	196,444
Randolph	4,190	82.8	3,470	267	953	236	2,312	5,911
St. Francis	9,080	77.8	7,060	751	1,706	559	8,186	15,59
Saline	4,300	86.3	3,710	500	1,957	648	2,172	7,194
Scott	3,760	85.9	3,230	258	672	168	1,473	4,851
Searcy	2,800	81.1	2,270	75	415	97	807	2,120
Sebastian	20,380	89.9	18,320	6,728	14,627	6,137	39,899	63,307
Sevier	3,740	80.5	3,010	434	570	151	2,529	5,335
Sharp	2,860	83.9	2,400	97	79	21	1,728	2,064
Stone	1,600	81.3	1,300	67	217	36	578	1,432
Union	15,110	86.8	13,110	3,560	7,957	3,593	17,898	45,974
Van Buren	3,000	82.3	2,470	106	137	26	930	1,802
Washington	11,460	86.9	9,960	3,164	4,469	1,365	14,786	30,470
White	9,100	86.0	7,830	1,111	1,591	415	6,721	14,982
Woodruff	4,860	84.0	4,080	372	745	180	2,896	8,550
Yell	4,360	86.5	3,770	364	485	114	1,985	6,562

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# BROADCASTING MAGAZINE

*Hollywood Bureau*

TAFT BLDG. • HOLLYWOOD & VINE

HEmpstead 8181

David Glickman,  
*West Coast Manager*

Ralph Tuchman,  
*Hollywood News Editor*

MARKET INDICATORS FOR CALIFORNIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	9,812,000	'47	6,907,387	'40
BMB Families -----	2,983,000	'48	2,784,000	'46
Per Cent Radio -----	98.2	'48	96.0	'46
Radio Families -----	2,929,000	'48	2,673,000	'46
Number of Business Concerns (1)	144,593	'46	133,024	'39
Domestic Urban Electric Consumers -----	2,096,000	'46	1,718,000	'39
Private & Commercial Passenger Auto Registrations -----	2,661,638	'46	2,298,608	'39
Business Telephones -----	1,006,000	'46	585,100	'39
Residential Telephones -----	1,661,300	'46	937,300	'39
Nonagricultural Employment (2)	2,385,000	'46	1,769,000	'39
Total Income Payments to Individuals -----	\$16,121,000,000	'47	5,047,000,000	'39
Per Capita Income Payments...\$	1,643	'47	741	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 350,297,000	'46	80,420,000	'41
Bank Deposits -----	\$13,089,000,000	'46	4,313,000,000	'39
Drug Store Sales -----	\$ 291,146,000	'46	114,006,000	'39
Gross Postal Receipts (4) -----	\$ 112,308,000	'46	46,213,000	'39
Total Private Construction ---\$	\$ 1,180,200,000	'46	468,800,000	'39
Private Residential Building ---\$	\$ 623,300,000	'46	324,900,000	'39
Private Nonresidential Building \$	\$ 466,600,000	'46	93,900,000	'39
Farm Construction -----	\$ 30,100,000	'46	17,000,000	'39

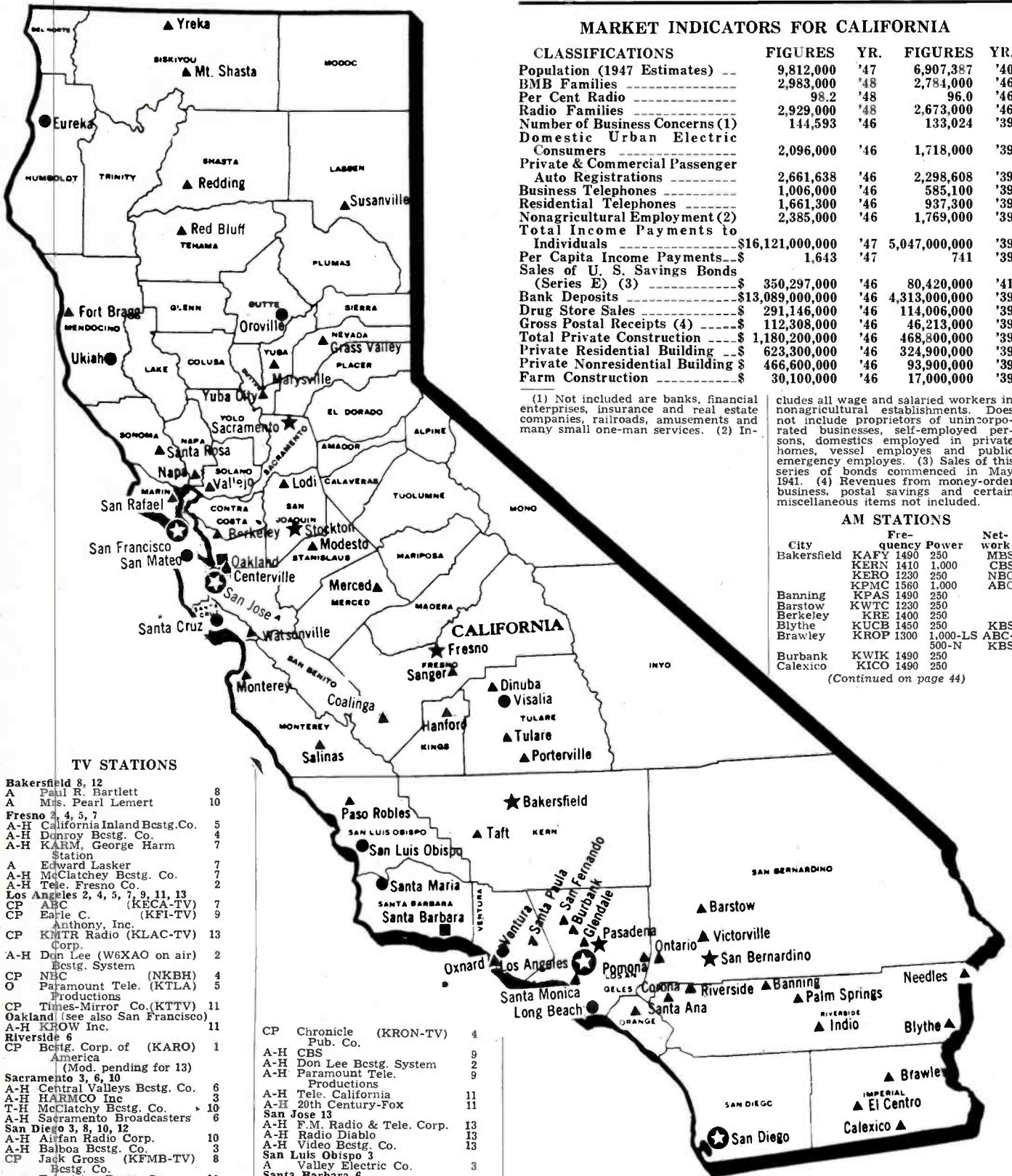
(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) In-

cludes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

AM STATIONS

City	Frequency	Power	Network
Bakersfield	KAFY 1490	250	MBS
	KERN 1410	1,000	CBS
	KERO 1230	250	NBC
	KPMC 1560	1,000	ABC
Banning	KPAS 1490	250	
Barstow	KWTC 1230	250	
Berkeley	KRE 1400	250	
Blythe	KUCB 1450	250	KBS
Brawley	KROP 1300	1,000-LS	ABC-KBS
		500-N	KBS
Burbank	KWIK 1490	250	
Calexico	KICO 1490	250	

(Continued on page 44)



TV STATIONS

Bakersfield 8, 12	8
A Paul R. Bartlett	10
A Mts. Pearl Lemert	
Fresno 2, 4, 5, 7	
A-H California Inland Bcstg. Co.	5
A-H Donroy Bcstg. Co.	4
A-H KARM, George Harm Station	7
A Edward Lasker	7
A-H McClatchey Bcstg. Co.	7
A-H Tele. Fresno Co.	2
Los Angeles 2, 4, 5, 7, 9, 11, 13	
CP ABC (KECA-TV)	7
CP Earle C. (KFI-TV)	9
CP Anthony, Inc.	
CP KNTR Radio (KLAC-TV)	13
A-H Don Lee (W6XAO on air)	2
CP NBC Bcstg. System	
CP NBC (NKBH)	4
O Paramount Tele. (KTLA)	5
Productions	
CP Times-Mirror Co. (KTTV)	11
Oakland (see also San Francisco)	
A-H KBOW Inc.	11
Riverside 6	
CP Bcstg. Corp. of (KARO)	1
America (Mod. pending for 13)	
Sacramento 3, 6, 10	
A-H Central Valleys Bcstg. Co.	6
A-H HARMCO Inc	3
T-H McClatchey Bcstg. Co.	10
A-H Sacramento Broadcasters	6
San Diego 3, 8, 10, 12	
A-H Airfan Radio Corp.	10
A-H Balboa Bcstg. Co.	3
CP Jack Gross (KFMB-TV)	8
Bcstg. Co.	
A-H Television Bcstg. Co.	10
A-H Video Bcstg. Co.	3
A-H Leland Holzer	10
A-H Charles E. Salik	6
San Francisco (see also Oakland)	
2, 4, 5, 7, 9, 11	
CP ABC (KGO-TV)	7
CP Associated (KPIX)	5
Broadcasters Inc.	

CP Chronicle (KRON-TV)	4
Pub. Co.	
A-H CBS	9
A-H Don Lee Bcstg. System	2
A-H Paramount Tele. Productions	9
A-H Tele. California	11
A-H 20th Century-Fox	11
San Jose 13	
A-H F.M. Radio & Tele. Corp.	13
A-H Radio Diablo	13
A-H Video Bcstg. Co.	13
San Luis Obispo 3	
A Valley Electric Co.	3
Santa Barbara 6	
A M. R. Schacker	6
Stockton 8, 12	
CP E. F. Peffer (KGDM-TV)	8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

See page 3 for key to map.

March of Dimes    Girl Scouts    Jewish Welfare    Crime Prevention Week    Vets' Memorial Day    Boy Scouts    Fire Department    Pan Pacific Home Show    American Legion    Community Chest

Kiwanis Club    Navy Day    Freedom Train    Public Flying Foundation    Santa Claus    British Tourist Council    Know Your Schools    Pearl Harbor Memorial    Junior League    Air Power Commission

Chamber of Commerce    Atomic Energy Commission    Veterans' Hospitals    Owens Valley Snow Events    ...    ...    ...    ...    Calif. Disability, Inc.    Cancer Prevention

Chapel Hour    Christmas Seals    ...    ...    ...    ...    ...    ...    Adult Education    Farm & Garden Society

Federal Housing    Friendship Train    ...    ...    ...    ...    ...    ...    Junior Army    Knights of Columbus

Open Forum    Board of Education    City En    ...    ...    ...    ...    ...    National Security Commission    Optimists Club

Pasadena Rose Parade    Passover    Post Office    ...    ...    ...    ...    ...    ...    Salvation Army

Sheriff's Facility    Social Security    St. John's Cathedral    ...    ...    ...    ...    ...    ...    U.S. Coast Guard

U.S. Navy    U.S. Marines    U.S. Recruiting    ...    ...    ...    ...    ...    ...    Mary's Choir    Naval Reserve

U.S. Savings Bonds    Quaker Relief    Easter Service    National Geog. ...    Blood Bank    Hollywood Bowl    Police Dept.    U.S. Treasury    Veterans' Administration

Veterans of Foreign Wars    Veterans' Rehabilitation    Veterans' Service Center    Voice of the Army    Volunteers of America    Election Day Promotion    War Assets Administration    War Department    YMCA    YWCA

...    ...    ...    ...    ...    ...    ...    ...    ...    ...

*Welcome*  
**50,000 WATTS = GOODWILL**  
 in 1,500,000 Southern California homes

**KMPC OFFERS:**

1. **GUARANTEED TIME:** Pick your own program and keep it—58% of all KMPC advertisers are program advertisers.
2. **POWER:** Most powerful independent in the West—50,000 watts days, 10,000 watts nights.
3. **COVERAGE:** Los Angeles plus 189 other communities.
4. **MORE AND MORE LISTENERS:** 7 consecutive Hooper gains in 7 months.
5. **MAIL:** One program averages more than 4,000 letters a week.
6. **SPORTS:** L. A. Open, Big League Ball, Coast League Ball, Joe Hernandez, L. A. Rams, Pacific Coast Conference Football.
7. **NEWS:** 16 sponsored news programs every day.
8. **PUBLIC SERVICE:** \$156,367.50 worth of free time to 97 causes.
9. **RECOGNITION:** You're in good company on KMPC.

**KMPC** 710 KC—Los Angeles  
**GOODWILL STATION OF THE WEST**  
 Frank E. Mullen, Pres., R. O. Reynolds, V. P. & Gen. Mgr.

**AM STATIONS**

(Continued from page 42)

City	Frequency	Power	Network	City	Frequency	Power	Network	City	Frequency	Power	Network	
Centerville	KSGN 900	1,000-D		Los Angeles	KMPC 710	50,000-LS		Sacramento	KCRA 1320	1,000	NBC	
Chico	KHSL 1290	1,000	MBS		KNX 1070	50,000-CP-50,000-U	CBS		KFBK 1530	10,000	ABC	
	1150	1,000			KRKR 1150	2,500-LS			KROY 1240	250	CP-50,000	
Coalinga	*KCOI 1470	500-D		Marysville	KMYC 1450	250	MBS		KXOA 1490	250	CBS	
Corona	*KBUC1370	500		Merced	KYOS 1490	250	MBS		CP-1470CP-1,000	1,000	MBS	
Dinuba	KRDU 1130	250-D		Modesto	KTRB 860	1,000		Salinas	KSBW 1380	1,000	MBS	
El Centro	KKO 1230	250	MBS	Monterey	KDON 1240	250		San Bernardino	KCSB 1350	500-D		
Eureka	KHUM 1240	250	ABC	Mt. Shasta	KWSD 1340	250			KITD 1290	1,000	MBS	
	KIEM 1480	1,000	MBS	Napa	KVON 1440	500			KRNO 1240	250	ABC	
Fort Bragg	*KDAC 1230	250		Needles	*KSF 1340	250		San Diego	KFMB 550	1,000	ABC	
Fresno	KARM 1430	5,000	CBS	Oakland	KLX 910	1,000			KFSD 600	5,000	NBC	
	KFRE 1340	250	ABC		KROW 960	1,000			KGB 1360	1,000	MBS	
	KMJ 580	5,000	NBC		KWBR 1310	1,000			*KLK 750	5,000	CBS	
	KYNO 1300	1,000	MBS		CP-5,000	1,000-N			KSDJ 1170	5,000-LS	CBS	
Glendale	KIEV 870	250-D		Ontario	KWOC 1510	250-D			KSON 1240	250	KBS	
Grass Valley	KGFN 1400	250	KBS	Oroville	KDAN 1340	250			KUSN 1510	5,000-LS		
Hanford	KNGS 620	1,000			*KGEV 980	1,000-D		San Fernando	KYOR 1130	250-D	CP-5,000	
Indio	KREO 1400	250 ABC-KBS		Oxnard	*KVNE 910	1,000-D		San Francisco	KGIL 1260	1,000		
Lodi	KCVR 1570	250-D	KBS	Palm Springs	KCMJ 1340	250	CBS		KFR 610	5,000	MBS	
Long Beach	KFOX 1280	1,000		Pasadena	*KAGH 1300	1,000-D			KGO 810	50,000	ABC	
	KGER 1390	5,000			KPPC 1240	100			KJBS 1100	1,000	ABC	
Los Angeles	KECA 790	5,000	ABC		SH				L-WTAM			
	KFAC 1330	5,000			KWKW 1430	1,000-D			KNBC 680	50,000	NBC	
	KFI 640	50,000-LS	NBC		KXLA 1110	10,000			KQW 740	5,000	CBS	
	KFSG 1150	1,000-N			ST-KRKR				KSAN 1450	250		
					KPRL 1230	250 MBS-KBS			KSFO 560	5,000-LS		
					L-KDKA	KPMO 1600	500			1,000-N		
					Porterville	KTIP 1450	250	KBS		KYA 1260	5,000-LS	
					Red Bluff	KBLF 1490	250			1,000-N		
					Redding	*KVCV 600	1,000	MBS		1,000-D		
					Riverside	KPRO 1440	1,000	KBS		Sanger	KSGN 900	1,000-D

**KSFO** SAN FRANCISCO  
**GROWING • GROWING • GROWING**



Soon to be one of the two largest independents in California!

**KSFO** SAN FRANCISCO

Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager  
 REPRESENTED NATIONALLY BY THE BOLLING COMPANY

**FM STATIONS**

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Alameda	KONG	104.9	285	0.75
Bakersfield	KERN-FM	94.1	231	9.3
	KMAR	92.5	223	--
Berkeley	KRE-FM	102.9	275	6.8
	KPFA	100.1	261	--
Big Bear Lake	KEVL	96.7	244	0.500
Burbank	KWIK-FM	94.3	232	0.56
Chico	KVCI	101.1	266	11
Colton	KCSB-FM	94.3	232	0.325
Eureka	KRED	96.3	242	4.6
Fresno	KARM-FM	101.9	270	24.5
	KRFM	93.7	229	69.9
	KMJ-FM	97.9	250	34
	KFEY	95.5	238	17
Hollywood	KNX-FM	93.1	226	297
Long Beach	KNOB	103.1	276	0.32
Los Angeles	KCLI	105.1	286	36
	KECA-FM	95.5	238	290
	KFAC-FM	104.3	282	270
	KFI-FM	105.9	290	265
	KHF-FM	101.1	266	4.8
	KKLA	97.1	246	58
	KMGW	98.7	254	49
	KMAU	97.9	250	--
	KMPC-FM	100.3	262	460
	KRKD-FM	96.3	242	14.4
	KRML	103.5	278	165
	KFVM	94.7	234	44.
	KUSC	91.5	218	2.9
Madera	KVOM	103.9	280	0.260
Marysville	KMYC-FM	99.9	260	4.7
	KVA	101.5	268	38
Merced	KVME	97.5	248	8.3
Modesto	KBEE	103.3	277	3.4
	KTRB-FM	104.1	281	34
Monterey	KDON-FM	94.5	233	3.2
Oakland	KLX-FM	101.3	267	20
	KROW-FM	95.7	239	0.900
Ontario	KOCS-FM	93.5	228	0.31
Palo Alto	KCRN	97.7	249	--
Pasadena	KAGH-FM	98.3	252	0.33
Redding	KVRE	103.9	280	1
Redlands	KREC	103.9	280	--
Richmond	KRCC	104.5	283	--
Riverside	KPOR	97.5	248	20
	KRCN	99.1	256	--
Sacramento	KCRA-FM	96.1	241	38
	KFBK-FM	96.9	245	--
	KROY-FM	94.5	233	12.6
	KXOA-FM	107.9	300	9.3
Salinas	KSLI	96.9	245	9.4
San Bernardino	KBMT	99.9	260	6.4
	KFXM-FM	95.1	236	10
San Bruno	KSBR	100.5	263	250
San Diego	KPSD-FM	94.1	231	33
	KSDS	91.7	219	3.3
	KFMB-FM	101.5	268	--
	KSDO	96.5	243	48
	KWFM	104.7	284	16

**Men  
who know  
the Market**

Nine local advertisers have bought over **FOURTEEN THOUSAND HOURS** on **KFAC!** They've been buying it for as long as sixteen years! One has used almost 5000 hours; another has bought over 4000.

They **KNOW** "The Music Station" . . . and then **BUY** it for results!

When you buy time in the rich Southern California market, do as the wise and successful local advertisers do . . .

**BUY THE MUSIC STATION!**



*"The Music Station"*  
FOR SOUTHERN CALIFORNIA

LOS ANGELES  
BROADCASTING CO., INC.  
645 So. Mariposa Ave.,  
Los Angeles 5, Calif.

Represented by

W. S. GRANT CO.  
San Francisco-Los Angeles  
Chicago-New York

**FM STATIONS**

City	Call Letters	Freq- uen- cy (Mc)	Chan- nel (No.)	Pow- er (Kw)	City	Call Letters	Freq- uen- cy (Mc)	Chan- nel (No.)	Pow- er (Kw)
San Fran- cisco	KJBS-FM	98.9	255	35	San Jose	KLOK-FM	98.5	253	10
	KQW-FM	103.7	279	44		KRPO	92.3	222	340
	KRON-FM	96.5	243	--		KSJO-FM	95.3	237	1
	KSFH	94.9	235	15.8	San Luis Obispo	KVEC-FM	99.9	260	16.7
	KGO-FM	106.1	291	1.6	San Mateo	KSMO-FM	93.3	227	70
KNBC-FM	99.7	259	45		KVSM-FM	100.9	265	0.38	
KDFC	102.1	271	33	Santa Ana	KVOE-FM	96.7	244	1	
KALW	91.7	219	1.5	Santa Cruz	KRUZ-FM	107.7	299	3.5	
KWBR-FM	97.3	247	10	Santa Maria	KRJM	103.1	276	0.34	
				Monica	KCRW	89.9	210	0.46	
				Santa Rosa	KSRO-FM	102.5	273	6.6	
				Stockton	KCVN	91.3	217	3.4	
					KGDM-FM	92.9	225	39	

**CALIFORNIA RADIO MARKETS BY CITIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Alameda	Alameda	16 540	99.4	16 440	
Alhambra	Los Angeles	16 470	99.4	16 370	
Bakersfield	Kern	11 160	98.4	10 980	Con
Banning	Riverside	1 700	98.8	1 680	
Barstow	San Bernardino	1 220	97.5	1 190	
Belvedere	Los Angeles	11 500	97.4	11 200	
Berkeley	Alameda	40 040	99.4	39 800	
Beverly Hills	Los Angeles	10 860	99.7	10 830	
Blythe	Riverside	1 090	96.3	1 050	
Brawley	Imperial	3 840	89.8	3 450	Con
Burbank	Los Angeles	22 060	99.4	21 930	
Calexico	Imperial	1 710	91.2	1 560	Con
Chico	Butte	3 590	97.8	3 510	
Dinuba	Tulare	1 520	96.1	1 460	
El Centro	Imperial	3 540	94.9	3 360	Con
Eureka	Humboldt	6 780	96.0	6 510	Con
Fresno	Fresno	22 860	97.7	22 330	Con - Hooper
Glendale	Los Angeles	33 490	99.4	33 290	
Grass Valley	Nevada	2 310	98.3	2 270	
Huntington Park	Los Angeles	9 830	99.0	9 370	
Indio	Riverside	1 060	96.2	1 020	
Inglewood	Los Angeles	13 220	99.7	13 180	
Lodi	San Joaquin	4 500	97.3	4 380	Con
Long Beach	Los Angeles	75 400	99.0	74 650	
Los Angeles	Los Angeles	630 670	98.4	620 580	Con - Hooper
Marysville	Yuba	2 500	96.0	2 400	Con
Merced	Merced	3 630	84.3	3 060	Con
Modesto	Stanislaus	6 660	98.0	6 530	Con
Monterey	Monterey	3 550	96.3	3 420	
Mount Shasta	Siskiyou	810	97.5	790	
Napa	Napa	3 350	98.2	3 290	
Oakland	Alameda	140 570	98.7	138 740	Hooper
Ontario	San Bernardino	5 630	98.0	5 520	
Palm Springs	Riverside	1 170	95.7	1 120	Con
Palo Alto	Santa Clara	7 380	99.5	7 340	
Pasadena	Los Angeles	35 300	98.7	34 840	
Paso Robles	San Luis Obispo	1 290	96.1	1 240	
Pomona	Los Angeles	9 760	99.0	9 660	
Porterville	Tulare	2 530	95.7	2 420	
Red Bluff	Tehama	1 590	95.6	1 520	
Redding	Shasta	3 250	96.9	3 150	Con
Redlands	San Bernardino	6 090	97.0	5 910	
Richmond	Contra Costa	30 950	98.7	30 550	
Riverside	Riverside	13 660	98.7	13 480	Con
Sacramento	Sacramento	42 130	98.1	41 330	Con - Hooper

(Continued on page 48)

**BROADCASTING**

**FOR 17\* YEARS**

**HAS BEEN**

**THE FAVORITE PUBLICATION**

**OF**

**RADIO BUYERS**

*\*Independent surveys on request.*

**The  
1-2\*  
SALES  
PUNCH**

**In the Nation's  
3rd Market**

**WARNER BROS.**

**K F W B**

**HOLLYWOOD  
dial 980**

**\*Coverage**

**plus**

**\*Audience**

**When spending  
radio dollars  
choose the  
BEST BUY!**

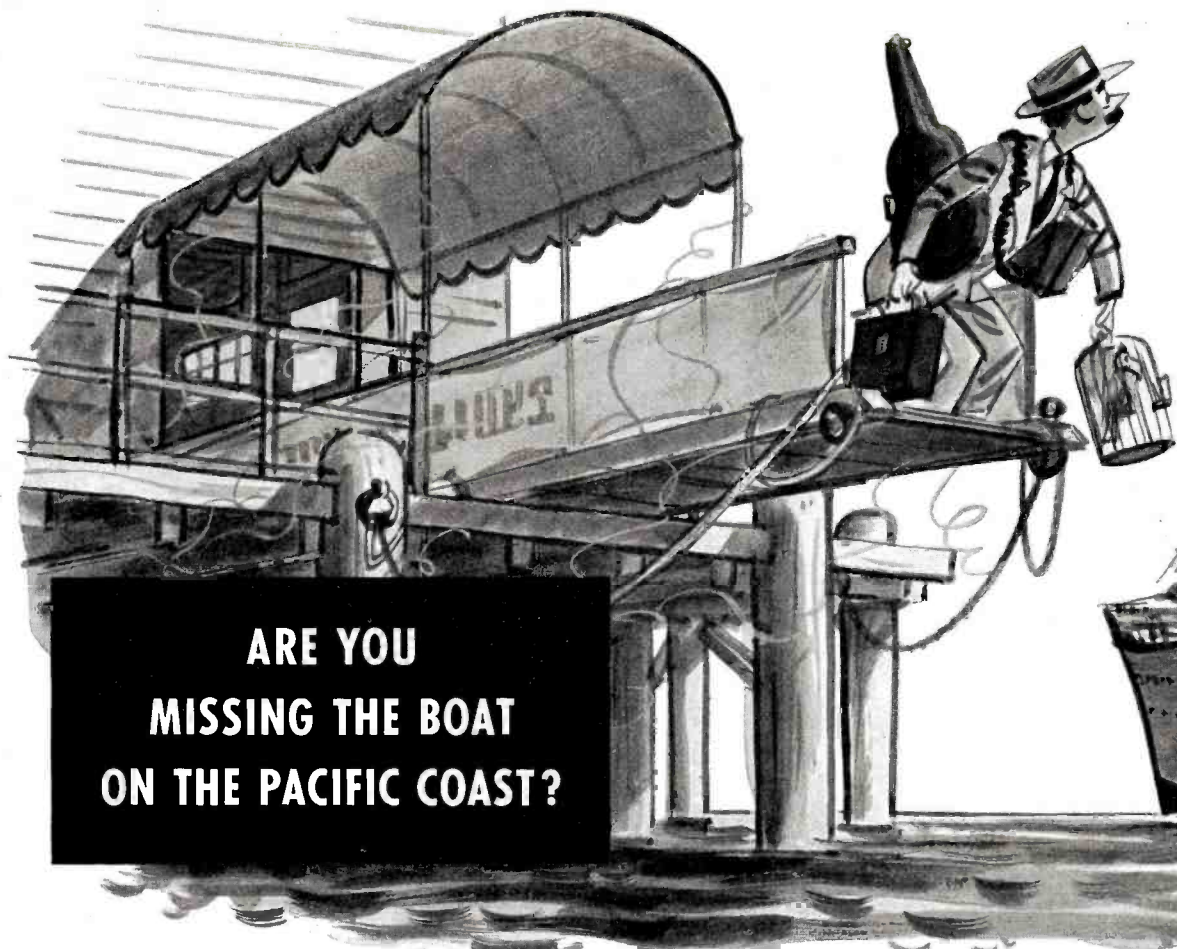
**you'll See . . .**

**. . . you'll Agree**

**It's**

**K F W B**

Represented Nationally by  
**WILLIAM G. RAMBEAU CO.**



**ARE YOU  
MISSING THE BOAT  
ON THE PACIFIC COAST?**

**I**F YOU AREN'T USING Don Lee to cover the Pacific Coast, you're missing the boat in radio. Only the Don Lee network, with 45 stations, can release your message from within the buying market, where people listen to their local network station rather than out of town or distant stations.

The Pacific Coast has 18 "Inside" market counties (metropolitan county areas of the nine cities in which *all four networks have stations*). To cover the balance of the Pacific Coast, or the 115 "Outside" market counties, there is a total of 48 stations of all networks. Of these stations, Don Lee has 32, *twice as many as the other three networks combined!*

*The Nation's Greatest Regional Network*

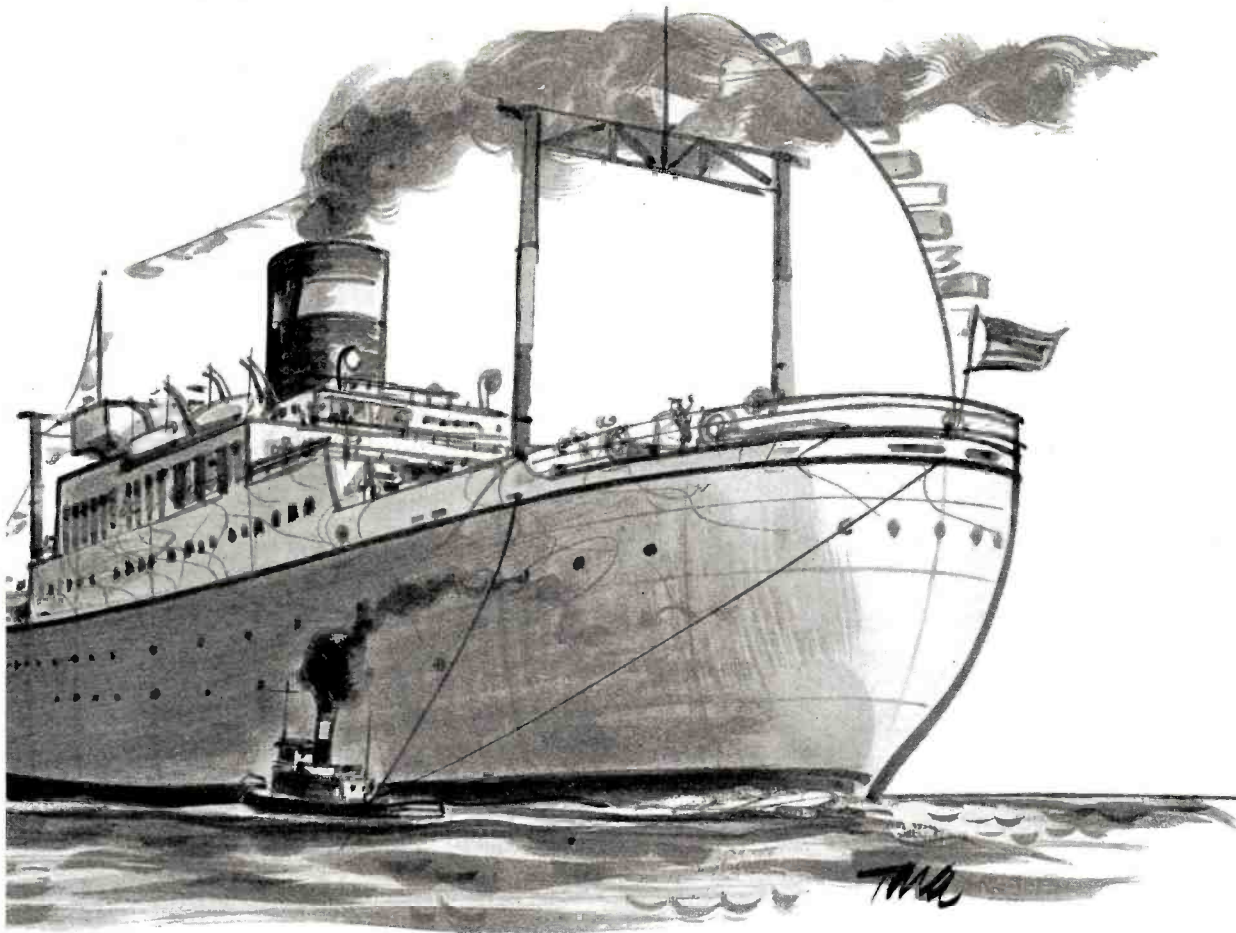
LEWIS ALLEN WEISS, *President*

WILLET H. BROWN,  
*Executive Vice-President*

SYDNEY GAYNOR, *Gen. Sales Mgr.*







**ONLY DON LEE DELIVERS BOTH PACIFIC COAST MARKETS**

	"INSIDE"	"OUTSIDE"	"INSIDE" AND "OUTSIDE" COMBINED
Population	9,206,100	4,427,600	13,633,700
Radio Families	2,772,500	1,280,000	4,052,500
Retail Sales	\$10,836,386,000	\$4,013,687,000	\$14,850,073,000
Buying Income	\$16,489,781,000	\$5,575,847,000	\$22,065,628,000

REMEMBER: In addition to coverage facilities in the "Inside" market equal to those of any other network, Don Lee has 100% more coverage facilities for the "Outside" market than all other Pacific Coast networks combined. Don't miss the boat on the Pacific Coast—buy Don Lee!

*Mutual*  
**DON LEE**  
 BROADCASTING SYSTEM

1313 NORTH VINE STREET  
 HOLLYWOOD 28, CALIF.

Represented Nationally by  
 JOHN BLAIR & COMPANY

**CALIFORNIA RADIO MARKETS BY CITIES**

(Continued from page 45)

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Salinas	Monterey	4 330	98.2	4 250	Con
San Bernardino	San Bernardino	17 650	97.1	17 140	Con
San Bruno	San Mateo	3 030	97.7	2 960	
San Buenaventura	Ventura	5 480	98.5	5 400	
San Diego	San Diego	83 750	98.4	82 410	Con - Hooper
San Fernando	Los Angeles	3 260	97.2	3 170	
San Francisco	San Francisco	291 760	98.0	285 970	Con - Hooper
Sanger	Fresno	1 500	94.7	1 420	
San Jose	Santa Clara	28 430	98.4	27 980	Con
San Luis Obispo	San Luis Obispo	3 670	98.1	3 600	Con

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
San Mateo	San Mateo	9 680	99.4	9 620	
San Rafael	Marin	3 780	98.9	3 740	
Santa Ana	Orange	13 450	98.1	13 190	
Santa Barbara	Santa Barbara	14 950	98.1	14 670	Con
Santa Cruz	Santa Cruz	8 020	97.8	7 840	
Santa Maria	Santa Barbara	3 190	97.8	3 120	
Santa Monica	Los Angeles	23 260	99.0	23 030	
Santa Rosa	Sonoma	5 560	98.4	5 470	Con
South Gate	Los Angeles	13 680	99.4	13 600	
Stockton	San Joaquin	19 440	97.4	18 930	Con
Tulare	Tulare	3 090	96.1	2 970	Con
Turlock	Stanislaus	2 000	98.0	1 960	
Visalia	Tulare	3 300	97.3	3 210	Con
Watsonville	Santa Cruz	3 350	97.3	3 260	Con
Yreka	Siskiyou	1 230	97.6	1 200	

**CALIFORNIA RADIO MARKET DATA BY COUNTIES**

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Alameda	235,530	98.9	232,900	136,335	134,634	81,498	654,997	853,826
Alpine	160	93.8	150	(A-1)	175	90	-----	145
Amador	4,220	97.2	4,100	891	757	389	7,305	6,670
Butte	18,640	96.9	18,060	4,715	7,178	3,597	34,199	56,700
Calaveras	4,340	96.5	4,190	505	1,078	594	4,104	6,670
Colusa	4,040	97.8	3,950	1,085	751	328	11,605	11,117
Contra Costa	63,210	98.7	62,390	16,173	43,896	26,869	115,878	206,786
Del Norte	2,410	95.4	2,300	247	749	392	2,352	5,559
Eldorado	6,340	95.7	6,070	1,112	1,791	865	5,777	14,452
Fresno	66,760	97.4	65,010	25,913	35,507	20,075	178,992	279,049
Glenn	5,320	97.7	5,200	1,373	1,154	557	2,003	15,565
Humboldt	21,130	96.8	20,450	5,512	8,981	4,306	39,196	54,476
Imperial	17,610	93.2	16,410	3,218	6,134	2,998	26,301	62,258
Inyo	3,860	95.6	3,690	684	4,252	2,107	4,203	13,341
Kern	54,570	97.1	52,990	17,521	21,786	12,515	91,006	205,674
Kings	13,160	96.8	12,740	3,165	4,429	2,448	24,772	41,135
Lake	4,050	97.8	3,960	808	753	359	4,994	11,117
Lassen	6,280	97.8	6,140	1,841	3,750	2,596	8,379	15,565
Los Angeles	1,222,880	98.7	1,206,930	586,080	968,689	612,139	3,297,772	4,622,519
Madura	7,080	95.6	6,770	1,532	2,022	994	12,919	25,571
Marin	20,020	99.2	19,850	11,249	7,144	4,320	44,447	62,258
Mariposa	3,120	95.5	2,980	359	602	251	676	5,559
Mendocino	10,500	96.5	10,130	2,376	2,358	1,174	6,017	30,017
Merced	18,180	94.7	17,210	3,724	5,256	2,651	35,537	58,923
Modoc	3,670	96.7	3,550	418	629	307	4,243	11,117
Mono	1,190	95.0	1,130	41	77	42	-----	1,112
Monterey	27,290	97.5	26,620	11,943	14,814	7,720	79,349	112,287
Napa	11,180	98.3	10,990	4,410	4,472	2,509	29,100	41,135

*Check* **KFVD**

- COMPLETE SOUTHERN CALIFORNIA COVERAGE
- CENTER OF THE DIAL LOCATION
- GREATEST DOLLAR VALUE

**-NEXT TIME**

*Check* **KFVD**  
LOS ANGELES  
REPRESENTED BY

5000 WATTS  
ON  
1020 KC.

GENE GRANT & CO. — DONALD COOKE, INC.

**KAGH Pasadena Gives You . . .  
MORE For your advertising dollar . . .  
BOTH AM and FM for the same price**

WITH transmitter located in Pasadena . . . the richest area of a rich market . . . KAGH delivers your message to people who BUY . . . often and in quantity! Promotion includes the most forceful newspaper and billboard campaign in the area . . . another KAGH—KAGH FM plus value.

**YOU'LL BE SURPRISED . . .**  
. . . at the surprisingly low rates of the KAGH-KAGH FM combination. Take advantage of lower cost-per-impression! Ask about our national spot and local success stories. Write, wire or call.

*\*The nation's third largest market with retail sales of \$2,660,866,000 and effective buying income per family of \$4,131.*

**.....KAGH — KAGH-FM**

lucky 1300 kc 1000 watts

**98.3 MC Center of the dial**

Channel 252

**PASADENA 1, CALIF. — Pete Watts, Mgr.**

BROADCASTING • Telecasting

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Nevada	8,530	97.4	8,310	1,905	1,890	913	9,851	18,900
Orange	57,120	98.5	56,280	18,781	25,276	13,815	128,365	181,215
Placer	12,000	97.3	11,680	3,390	2,928	1,401	20,424	34,464
Plumas	5,490	96.9	5,320	600	1,706	814	3,969	12,229
Riverside	43,930	97.0	42,610	12,616	23,760	12,163	78,726	151,198
Sacramento	67,050	97.9	65,610	34,147	38,354	21,032	193,583	295,726
San Benito	4,100	97.6	4,000	1,503	1,086	523	13,338	13,341
San Bernardino	69,120	97.4	67,310	21,429	28,847	16,304	104,233	237,915
San Diego	121,200	98.2	119,030	56,725	73,542	41,885	329,813	502,511
San Francisco	291,760	98.0	285,970	171,171	283,779	182,051	1,986,610	1,267,997
San Joaquin	46,530	97.5	45,380	18,112	27,053	15,301	160,896	213,456
San Luis Obispo	13,950	97.1	13,540	5,339	4,720	2,320	29,104	50,028
San Mateo	52,040	98.9	51,480	24,003	22,529	13,128	93,437	163,428
Santa Barbara	28,730	97.9	28,140	14,765	12,352	6,277	76,539	106,728
Santa Clara	72,060	98.5	71,010	39,650	37,330	21,935	183,110	262,374
Santa Cruz	21,270	97.8	20,810	7,807	8,357	4,279	48,791	66,705
Shansta	13,240	95.9	12,700	2,011	4,016	1,926	14,035	35,576
Sierra	1,630	96.3	1,570	117	237	130	822	1,112
Siskiyou	13,450	97.3	13,090	2,599	4,674	2,441	18,109	30,017
Solano	20,240	98.7	19,980	9,498	10,088	5,800	57,828	95,611
Sonoma	29,440	98.4	28,970	9,952	10,824	5,623	80,140	96,723
Stanislaus	31,940	97.8	31,250	9,426	12,331	6,498	84,063	124,517
Sutter	7,140	96.8	6,910	251	1,121	614	9,587	14,452
Tehama	6,020	97.2	5,850	1,264	2,040	1,095	10,622	16,677
Trinity	1,880	94.7	1,780	291	136	43	600	3,335
Tulare	36,940	96.5	35,640	9,430	11,258	5,523	81,361	123,405
Tuolumne	5,780	97.2	5,620	821	1,579	796	5,550	12,229
Ventura	28,070	97.7	25,470	8,056	8,544	4,626	64,623	85,604
Yolo	10,110	97.3	9,840	2,769	2,349	1,712	25,158	33,353
Yuba	7,500	95.9	7,190	2,989	3,924	1,989	19,017	36,888

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

### COLORADO

#### AM STATIONS

City	Fre-quency Power	Net-work	City	Fre-quency Power	Net-work
Alamosa	KGIV 1450 250	KBS	Denver	KFEL 950 5,000	MBS
Boulder	KBOL 1490 250	KBS		*KGMJ 1430 1,000-D	
Canon City	KRLN 1400 250-D	KBS		KLZ 560 5,000	CBS
Colorado Springs	*KCSM 1450 250			KMYR 1340 250	NBC
	KRDO 1240 250			KOA 850 50,000	
	KVOR 1300 1,000	CBS		KPOF 910 5,000-LS	
Craig	*KRAI 1230 250			1,000-N	
				ST-KFKA	
				KVOD 630 5,000	ABC
				KTLN 990 1,000-D	
			Durango	KIUP 1400 250	

City	Fre-quency Power	Net-work
Fort Collins	KCOL 1400 250	KBS
Grand Junction	KEKO 1230 250	
	KFXJ 920 1,000-LS	MBS-KBS
		500-N
Greeley	KFKA CP-1310CP-1.00	
		ST-KPOF
	KYOU 1450 250	
La Junta	KOKO 1400 250	KBS
Lamar	*KLMR 1340 250	
Montrose	KUBC 1240 250	
Pueblo	*KADP 1490 250	
	KCSJ 590 1,000	MBS

City	Fre-quency Power	Net-work
	KDZA 1230 250	
	KGHF 1350 1,000-LS	ABC
		500-N
	*KROM 930 5,000-LS	
		1,000-N
Salida	*KVRH 1340 250	
Sterling	KGEK 1230 100	KBS
		SH
Trinidad	KCRT 1240 250	KBS
	KSFT 1280 1,000-LS	MBS
		500-N
Walsen-burg	*KPHC 1450 250	

\* Construction Permit.

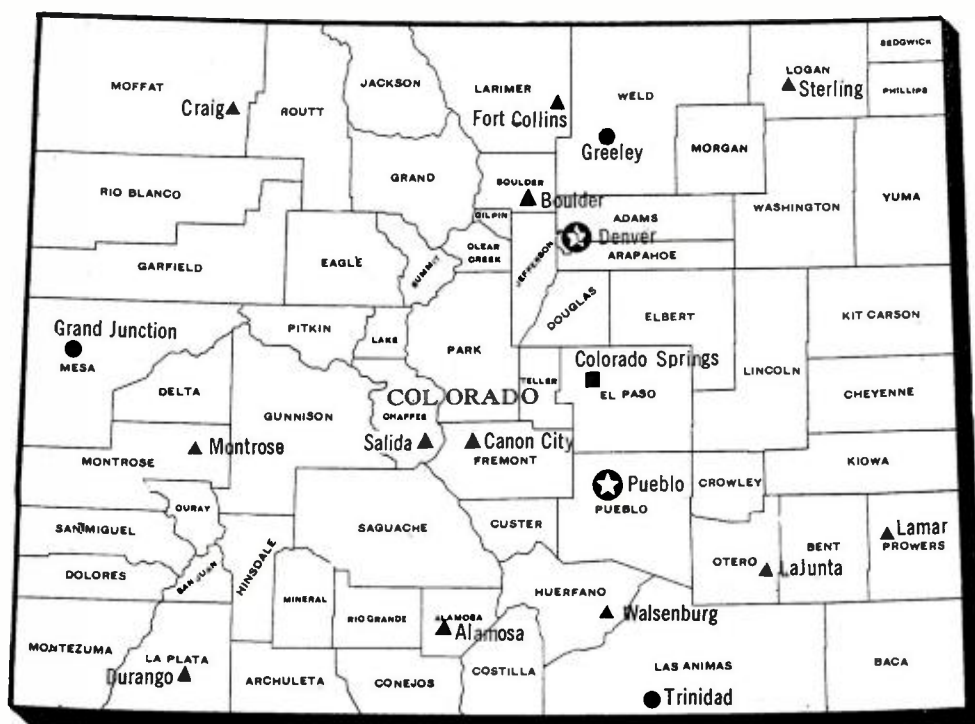
#### FM STATIONS

City	Fre-quency	Chan-nel	Pow-er
Call Letters	(Mc)	(No.)	(Kw)
Denver	KFEL-FM 97.3	247	...
Denver	KLZ-FM 94.1	231	5.3
Denver	KOA-FM 95.7	239	43
Pueblo	KROM-FM 98.1	251	...

#### TV STATIONS

City and Status	Applicant	Call Letters	Channel No.
Denver 2, 4, 5, 7, 9			
A-H	Alladin Tele. Inc.		9
A-H	Daniels & Fisher Stores		4
A-H	KLZ Bestg. Co.		7
A-H	KMYR Bestg. Co.		4
A-H	Landon Tele. Bestg. Co.		5
A	Edward Lasker		2
A	Gifford Phillips		9
A-H	Denver Tele. Co.		2

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.



See page 3 for key to map.

MARKET INDICATORS FOR COLORADO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	1,144,000	'47	1,123,296	'40
BMB Families -----	315,700	'48	332,100	'46
Per Cent Radio -----	96.7	'48	91.4	'46
Radio Families -----	305,300	'48	303,600	'46
Number of Business Concerns (1)	19,393	'46	20,834	'39
Domestic Urban Electric Consumers	249,000	'46	199,000	'39
Private & Commercial Passenger Auto Registrations	302,320	'46	285,787 †	'39
Business Telephones -----	107,700	'46	76,400	'39
Residential Telephones -----	215,900	'46	128,800	'39
Nonagricultural Employment (2)	271,000	'46	228,000	'39
Total Income Payments to Individuals	\$1,695,000,000	'47	563,000,000	'39
Per Capita Income Payments --	\$ 1,482	'47	505	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 41,574,000	'46	9,749,000	'41
Bank Deposits -----	\$1,088,000,000	'46	344,000,000	'39
Drug Store Sales -----	\$ 49,361,000	'46	19,867,000	'39
Gross Postal Receipts (4) -----	\$ 10,439,000	'46	7,054,000	'39
Total Private Construction -----	\$ 76,200,000	'46	28,100,000	'39
Private Residential Building -----	\$ 37,500,000	'46	14,600,000	'39

Private Nonresidential Building \$	22,800,000	'46	4,400,000	'39
Farm Construction ----- \$	5,700,000	'46	3,300,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private

homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † State, county and municipal vehicles included.

COLORADO RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Alamosa -----	Alamosa -----	1 430	95.8	1 370	
Boulder -----	Boulder -----	3 910	98.5	3 850	Con
Canon City -----	Fremont -----	1 530	96.1	1 470	
Colorado Springs -----	El Paso -----	11 110	97.6	10 840	Con
Craig -----	Moffat -----	680	97.1	660	
Denver -----	Denver -----	90 760	98.0	88 930	Con - Hooper
Durango -----	La Plata -----	1 570	94.9	1 490	
Fort Collins -----	Larimer -----	3 560	97.8	3 480	Con
Grand Junction -----	Mesa -----	3 350	95.7	3 240	Con
Greeley -----	Weld -----	4 480	97.1	4 350	Con
La Junta -----	Otero -----	1 880	95.2	1 790	Con
Montrose -----	Montrose -----	1 280	94.5	1 210	
Pueblo -----	Pueblo -----	13 080	96.7	12 650	Con
Sterling -----	Logan -----	1 950	96.9	1 890	
Trinidad -----	Las Animas -----	3 310	91.2	3 020	Con

COLORADO RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Employment		Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
				Tel. Homes Jan. 1, 1945	Mid-March 1946			
Adams -----	6,050	96.0	5,810	1,446	1,001	430	3,119	11,519
Alamosa -----	2,640	95.5	2,520	970	1,077	454	5,176	14,085
Arapahoe -----	9,360	98.0	9,170	5,182	3,491	1,768	8,192	24,362
Archuleta -----	940	92.6	870	152	143	39	484	1,977
Baca -----	2,110	94.3	1,990	271	341	111	3,322	3,545
Bent -----	2,520	94.8	2,390	644	600	196	2,451	5,196
Boulder -----	11,090	97.8	10,850	6,029	4,737	1,969	18,535	35,513
Chaffee -----	2,480	95.2	2,360	933	758	265	2,314	9,200
Cheyenne -----	1,010	97.0	980	192	125	38	1,218	1,895
Clear Creek -----	1,230	97.6	1,200	302	400	157	402	4,118
Conejos -----	2,520	92.1	2,320	432	229	68	1,628	4,624
Costilla -----	1,640	90.9	1,490	100	171	26	---	1,766
Crowley -----	1,470	95.9	1,410	314	327	107	1,437	3,318
Custer -----	600	93.4	560	139	65	34	---	931
Delta -----	4,950	95.6	4,730	2,033	1,045	374	6,577	12,009
Denver -----	90,760	98.0	88,930	74,619	116,126	58,191	342,384	527,459
Dolores -----	610	93.4	570	16	268	172	---	686
Douglas -----	1,220	96.7	1,180	370	294	154	693	2,124
Eagle -----	1,460	97.3	1,420	309	507	247	1,332	3,889
Elbert -----	1,650	95.8	1,580	501	89	20	1,189	2,026
El Paso -----	16,730	97.6	16,330	11,196	11,697	4,998	41,098	74,784
Fremont -----	5,450	96.0	5,230	1,899	2,030	904	7,015	14,689
Garfield -----	3,210	96.0	3,080	1,217	960	399	6,611	9,673
Gilpin -----	570	96.5	550	62	69	20	---	997
Grand -----	1,100	96.4	1,060	352	259	89	1,352	4,477
Gunnison -----	1,830	96.7	1,770	549	827	468	2,304	5,540
Hinsdale -----	160	---	160	11	---	---	---	131
Huerfano -----	4,000	91.0	3,640	644	1,458	728	2,964	10,718
Jackson -----	580	96.6	560	225	218	113	---	1,519
Jefferson -----	9,800	98.4	9,640	4,819	2,159	909	3,715	18,769
Kiowa -----	930	95.7	890	85	75	22	1,044	1,487
Kit Carson -----	2,320	95.7	2,220	531	478	125	3,584	5,050
Lake -----	1,970	97.5	1,920	495	1,669	951	522	8,873
La Plata -----	4,030	94.0	3,790	1,227	1,461	526	6,501	14,755
Larimer -----	10,070	97.5	9,820	4,781	3,605	1,300	14,196	37,210
Las Animas -----	7,950	91.8	7,300	1,971	3,299	1,369	7,907	22,368
Lincoln -----	1,920	96.4	1,850	579	338	105	3,261	4,919
Logan -----	4,660	96.6	4,500	1,902	1,672	628	8,573	17,107
Mesa -----	9,430	96.2	9,070	5,160	3,830	1,544	14,722	33,937
Mineral -----	280	96.4	270	34	60	23	14,722	806
Moffat -----	1,410	96.5	1,360	485	694	339	1,517	4,885
Montezuma -----	2,820	94.3	2,660	536	587	189	3,825	6,797
Montrose -----	4,300	95.3	4,100	1,397	1,078	363	6,020	13,316
Morgan -----	4,630	95.9	4,440	2,153	1,263	496	7,317	15,947
Otero -----	6,580	95.1	6,240	3,031	2,456	887	10,564	20,484
Ouray -----	630	98.4	620	199	148	71	754	1,683
Park -----	910	95.6	870	200	136	58	382	2,663
Phillips -----	1,560	97.4	1,520	854	327	95	2,967	4,184
Pitkin -----	620	96.8	600	127	176	46	166	752
Prowers -----	3,560	96.9	3,450	1,093	1,379	559	6,141	10,391
Pueblo -----	17,870	96.5	17,250	11,438	15,138	6,184	37,801	75,510
Rio Blanco -----	830	97.6	810	306	285	106	1,191	2,598
Rio Grande -----	3,330	94.3	3,140	1,007	723	254	3,106	11,928
Routt -----	2,960	97.0	2,870	802	1,593	919	2,961	9,134
Saguache -----	1,470	94.6	1,390	590	188	55	2,377	3,202
San Juan -----	420	97.6	410	83	325	197	---	1,372
San Miguel -----	1,220	94.3	1,150	206	333	188	---	2,206
Sedgwick -----	1,390	97.1	1,350	464	338	137	2,319	4,820
Summit -----	710	97.2	690	54	87	20	---	1,046
Teller -----	2,080	97.1	2,020	247	639	213	1,770	5,719
Washington -----	2,420	96.3	2,330	612	220	65	2,376	3,497
Weld -----	17,170	96.9	16,630	6,050	5,424	2,536	26,176	43,512
Yuma -----	3,530	96.9	3,420	1,293	551	194	5,384	8,365

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

**IN DENVER  
COLORADO  
IT'S . . . .**

# **KVOD**



**630 KC.**

**5000 WATTS**

**Affiliate Station**

**American Broadcasting Co.**

**B. M. B.**  
 Gives KVOD coverage in 6 states  
 104 counties day  
 93 counties night  
 370,127 Radio Families in  
 area day  
 359,920 Radio Families in  
 area night

- Metropolitan Denver has a  
Population of 438,700  
(sales management) \*
- Largest City between  
Missouri River and  
Pacific Coast \*
- Retail Sales  
They buy \$570,580,000 \*
- Wholesale Sales  
They sell \$813,398,000 \*
- Denver County  
(per family) \$4,475 \*
- State  
(per family) \$4,139 \*
- A perfect market for any-  
thing for the home

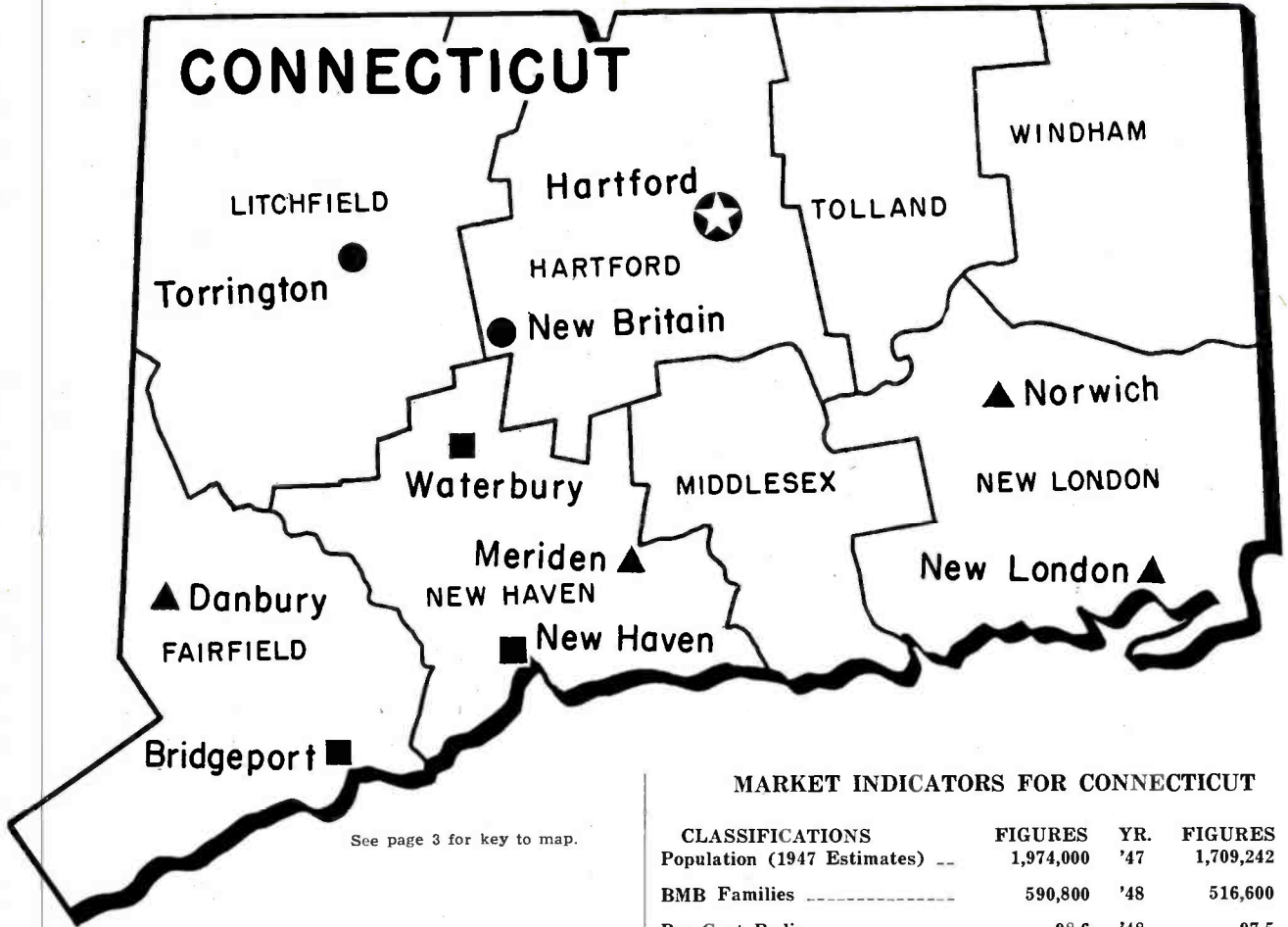


## **FREE & PETERS, INC.**

*Pioneer Radio and Television Station Representatives*

**NATIONAL REPRESENTATIVES**

# CONNECTICUT



See page 3 for key to map.

## MARKET INDICATORS FOR CONNECTICUT

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	1,974,000	'47	1,709,242	'40
BMB Families -----	590,800	'48	516,600	'46
Per Cent Radio -----	98.6	'48	97.5	'46
Radio Families -----	582,500	'48	503,900	'46
Number of Business Concerns (1)	33,812	'46	31,626	'39
Domestic Urban Electric Consumers -----	496,000	'46	435,000	'39
Private & Commercial Passenger Auto Registrations -----	470,215	'46	386,131	'39
Business Telephones -----	182,100	'46	126,700	'39
Residential Telephones -----	420,500	'46	243,100	'39
Nonagricultural Employment (2)	674,000	'46	548,000	'39
Total Income Payments to Individuals -----	\$3,299,000,000	'47	1,301,000,000	'39
Per Capita Income Payments -- \$	1,671	'47	764	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 64,768,000	'46	25,025,000	'41
Bank Deposits -----	\$2,630,000,000	'46	1,377,000,000	'39
Drug Store Sales -----	\$ 53,143,000	'46	26,243,000	'39
Gross Postal Receipts (4) -----	\$ 17,213,000	'46	11,661,000	'39
Total Private Construction ----	\$ 103,300,000	'46	64,200,000	'39
Private Residential Building --	\$ 26,100,000	'46	35,100,000	'39
Private Nonresidential Building \$	56,000,000	'46	18,500,000	'39
Farm Construction -----	\$ 2,000,000	'46	1,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

## CONNECTICUT

### AM STATIONS

City	Frequency	Power	Net-work
Bridgeport	WICC 600	1,000-LS	MBS
	WLIZ 1300	500-N	
	WNAB 1450	1,000-D	ABC
	*WBIS 1440	250	
Bristol	*WLAD 800	500-D	
Danbury	WCCC 1290	250-D	
Hartford	WDRS 1360	5,000	CBS
	WONS 1410	5,000	MBS
	WTHT 1230	250	ABC
	WTIC 1080	50,000	NBC
Meriden	WMMW 1470	1,000-D	
New Britain	*WHAY 910	5,000	
	WKNB 840	1,000-D	
New Haven	WAVZ 1260	1,000-D	
	WELI 960	1,000	ABC
	WNHC 1340	250	
New London	WNLC 1490	250	ABC-MBS
Norwalk	*WNLK 1350	500-D	
Norwich	WNOC 1400	250	KBS
Stamford	WSTC 1400	250	ABC
Torrington	WLCR 990	1,000-D	
	*WTOR 1490	250	
Waterbury	WATR 1320	1,000	ABC
	WERY 1590	5,000	CBS
	WWCO 1240	250	MBS

\* Construction Permit.

### FM STATIONS

City	Call Letters	Frequency (Mc)	Chan-nel (No.)	Pow-er (Kw)
Bridgeport	WITE	97.5	248	20
	WNAB-FM	99.9	260	20
	WBTC	101.5	268	20
Danbury	WLAD-FM	98.3	252	0.15
	WFIR	94.5	233	--
Greenwich	WGCH	95.9	240	--

City	Call Letters	Frequency (Mc)	Chan-nel (No.)	Pow-er (Kw)
Hartford	WDRS-FM	93.7	229	7
	WTIC-FM	96.5	243	8
	WONS-FM	102.9	275	10.2
	WTHT-FM	106.1	291	5.6
Meriden	WMMW-FM	95.7	239	7
New Britain	WKNB-FM	103.7	279	20
New Haven	WBIB	100.7	264	20
	WNHC-FM	99.1	256	20
	WEMI	107.9	300	20
	WAVZ-FM	95.1	236	20
New London	WNLC-FM	99.5	258	20
Stamford	WSTC-FM	96.7	244	0.5
Waterbury	WERY-FM	102.5	273	10.2
	WWCO-FM	105.3	287	20

### TV STATIONS

Bridgeport	A	Yankee Network	10
Hartford 8, 10	A-H	Conn. Bestg. Co.	10
A-H Hartford Times	A-H	Hartford Times	10
A-H Travelers Bestg. Service Corp.	A-H	Travelers Bestg. Service Corp.	10
New Haven 6	O	Elm City (WNHC-TV) Bestg. Corp.	6
Waterbury 12	A-H	Nutmeg State Bestg. Co.	12
A-H Conn. Radio Foundation	A-H	Conn. Radio Foundation	12

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.



**Paul W. Morency, Vice-Pres.—Gen. Mgr.**

**Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.**

**WTIC's 50,000 watts represented nationally by Weed & Co.**

**CONNECTICUT RADIO MARKETS BY CITIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Bridgeport	Fairfield	49 280	99.0	48 800	Con
Bristol	Hartford	9 590	99.5	9 540	
Danbury	Fairfield	7 540	98.1	7 400	Con
Hartford	Hartford	55 430	99.9	55 350	Con - Hooper
Meriden	New Haven	13 490	99.0	13 360	
Middletown	Middlesex	7 260	98.9	7 180	
New Britain	Hartford	21 600	99.7	21 530	Con
New Haven	New Haven	53 200	99.0	52 650	Con

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
New London	New London	10 200	97.5	9 950	Con
Norwalk	Fairfield	13 620	99.1	13 500	
Norwich	New London	8 000	97.0	7 760	Con
Stamford	Fairfield	15 360	99.0	15 210	Con
Torrington	Litchfield	8 990	99.4	8 940	Con
Waterbury	New Haven	31 820	99.0	31 500	Con
West Hartford	Hartford	11 170	99.5	11 110	
West Haven	New Haven	10 180	98.6	10 040	
Willimantic	Windham	4 100	96.3	3 950	

**CONNECTICUT RADIO MARKET DATA BY COUNTIES**

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Fairfield	145,070	98.8	143,400	76,951	138,636	82,830	519,575	486,263
Hartford	152,780	99.3	151,690	83,515	167,259	98,175	689,714	528,698
Litchfield	31,690	97.7	30,970	18,381	22,802	11,164	86,815	76,053
Middlesex	20,180	97.9	19,750	10,302	14,632	7,768	66,576	53,127
New Haven	166,010	98.9	164,110	84,291	153,517	86,866	513,677	500,592
New London	43,830	96.9	42,470	18,901	31,165	16,909	131,311	122,898
Tolland	11,180	96.2	10,760	3,063	5,538	2,865	29,084	18,447
Windham	20,060	96.5	19,350	9,861	14,438	6,940	37,318	50,956

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

**WCCC** **1290**

THE

**»»» M »»» U »»» S »»» I »»» C »»»**

STATION

**NEWS EVERY HOUR**

**HARTFORD, CONN.**

**1290** **WCCC**

*We Cover Central Connecticut*

★ **WBRY** ★ **WBRY** ★ **WBRY** ★ **WBRY** ★

Not Just So Many Minutes—But Also

**EFFECTIVE CO-OPERATION**

Is What You Get When You

**BUY WBRY**

5000 Watts — CBS In Waterbury, Conn.

**An Agency Executive Writes:**  
 "I can't resist expressing my enthusiasm over your terrific promotion of . . ."

**A Network Advertiser Writes:**  
 "It is one of the best ads for a radio program that we have ever received from stations we use."

**A Network Executive Writes:**  
 "The more I see of your reports, the more convinced I am that you folks in Waterbury do one of the smoothest promotion jobs of any station on the network . . . yes, or any other network."

**WBRY Covers Waterbury, PLUS the Rich Naugatuck Valley Industrial Area**  
 Population 480,000      Radio Families 116,250  
**Total Retail Sales \$370,401,000**

**WBRY 1590**  
on your dial

Owned and Operated By The Waterbury Republican-American  
 Represented By Avery-Knodel, Inc.  
 New York - Chicago - Los Angeles - San Francisco - Atlanta

★ **WBRY** ★ **WBRY** ★ **WBRY** ★ **WBRY** ★



DELAWARE

RADIO MARKET FOR CITY OF WILMINGTON

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Wilmington	New Castle	33 500	96.2	32 240	Con



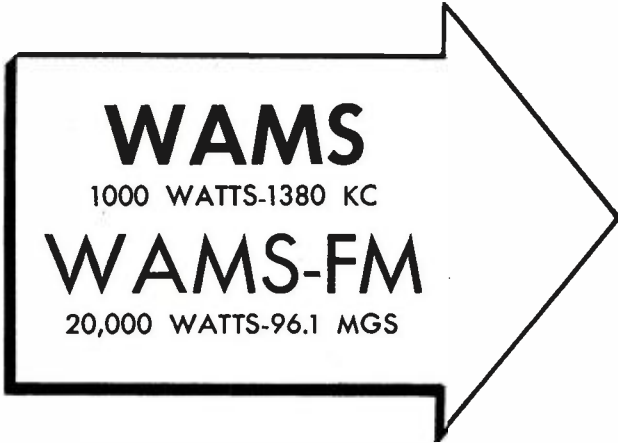
DELAWARE RADIO MARKET DATA BY COUNTIES

County	1948 Total	Per Cent	1948 Radio	Tel. Homes	Employment	Taxable pay-	Bank Deposit	Retail Sales.
	Families	Radio	Families	Jan. 1, 1945	Mid-March 1946	rolls—Jan. to Mar. '46, in 1,000's	1944, 1,000's	1947, 1,000's
Kent	10,820	91.6	9,910	2,779	4,563	1,909	25,952	23,862
New Castle	53,400	96.9	51,750	30,284	58,318	35,247	319,004	179,409
Sussex	16,680	92.6	15,440	5,696	11,015	4,731	34,419	44,772

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

DELAWARE'S HOME OWNED AND OPERATED STATION

*WAMS Is Doing A Great Job In*  
**WILMINGTON, DELAWARE**



*Basic MUTUAL Outlet*

Covering the 35th Largest Wholesale Market in the United States!

*Completely • Economically • Day and Night*

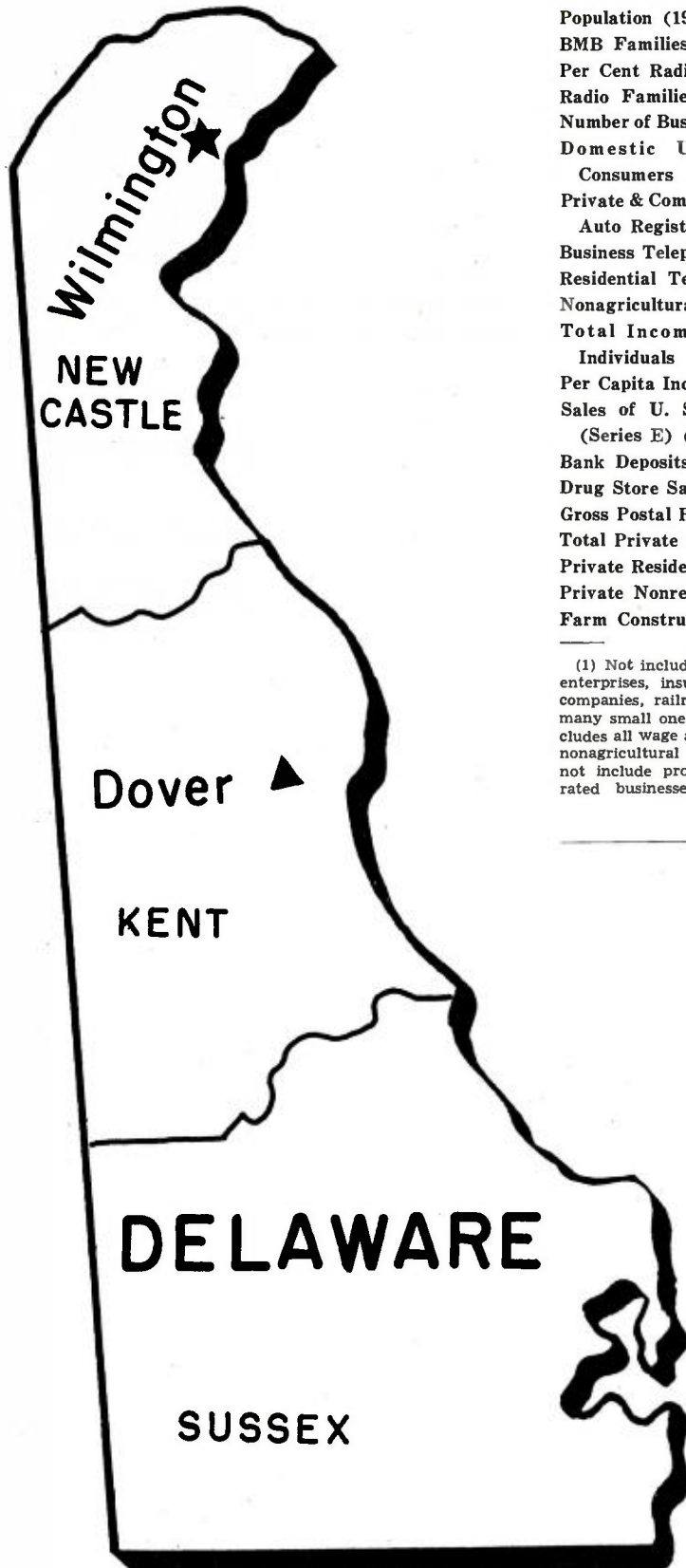
**MARKET FACTS THAT DELIVER EXTRA SALES!**

- ★ The State of Delaware ranks 6th of all the United States in employment payrolls.
- ★ Delaware is the 18th state in the nation in net cash income per farm.
- ★ Delaware ranks 22nd in the nation in retail sales per family, surpassing Pennsylvania, New York, Massachusetts and Maryland.
- ★ The Wilmington metropolitan area ranks 4th as the highest per capita income area in the United States.
- ★ The City of Wilmington ranks 40th in the United States cities in net effective buying income, per family.
- ★ The Wilmington metropolitan area ranks 53rd in population in the United States.

**MAKE THE MOST OF YOUR TIME**  
**Buy WAMS**  
 Reaching 190,000 Radio Families in the state of Delaware and adjacent areas in New Jersey, Maryland and Pennsylvania.  
 George L. Sutherland, Vice President and Manager

**BASIC MUTUAL NETWORK FOR DELAWARE - REPRESENTED BY WEED & CO.**

MARKET INDICATORS FOR DELAWARE



CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) ..	291,000	'47	266,505	'40
BMB Families .....	80,900	'48	81,000	'46
Per Cent Radio .....	95.3	'48	92.6	'46
Radio Families .....	77,100	'48	75,000	'46
Number of Business Concerns (1)	4,764	'46	4,850	'39
Domestic Urban Electric Consumers .....	68,000	'46	47,000	'39
Private & Commercial Passenger Auto Registrations .....	57,845	'46	56,744	'39
Business Telephones .....	27,100	'46	17,600	'39
Residential Telephones .....	54,500	'46	28,800	'39
Nonagricultural Employment (2)	91,000	'46	76,000	'39
Total Income Payments to Individuals .....	\$479,000,000	'47	203,000,000	'39
Per Capita Income Payments ..	\$ 1,646	'47	771	'39
Sales of U. S. Savings Bonds (Series E) (3) .....	\$ 10,725,000	'46'	2,564,000	'41
Bank Deposits .....	\$548,000,000	'46	245,000,000	'39
Drug Store Sales .....	\$ 8,176,000	'46	3,193,000	'39
Gross Postal Receipts (4) .....	\$ 2,571,000	'46	1,631,000	'39
Total Private Construction .....	\$ 18,000,000	'46	12,300,000	'39
Private Residential Building .....	\$ 5,700,000	'46	7,000,000	'39
Private Nonresidential Building	\$ 8,300,000	'46	3,700,000	'39
Farm Construction .....	\$ 1,600,000	'46	700,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed per-

sons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

AM STATIONS

City	Fre- quency	Power	Net- work
Dover	*WDOV 1410	1.000-D	
Wilmington	WAMS 1380	1.000	
	ST-WAWZ		
	WDEL 1150	5,000	NBC
	WILM 1450	250	ABC-MBS
	WTUX 1290	500-D	

\* Construction Permit.

FM STATIONS

City	Fre- quen- cy Letters	Chan- nel (Mc)	Pow- ner (No.)	Power (Kw)
Wilmington	WDEL-FM 93.7	229	15.3	
	WAMS-FM 96.1	241	20	
	WILM-FM 99.5	258	20	
	WTUX-FM 107.3	297	16	

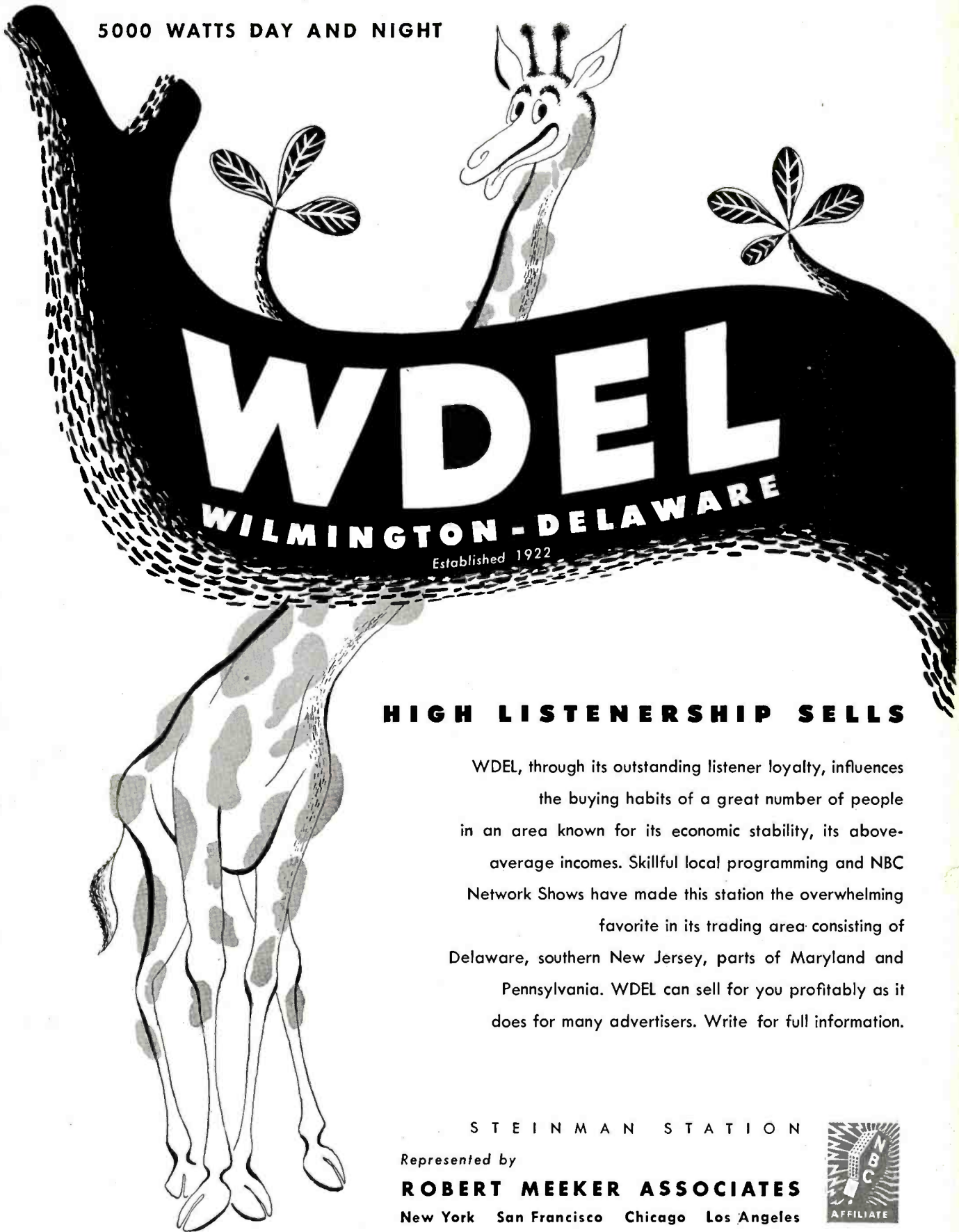
TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
CP	WDEL Inc.	(WDEL-TV) 7	7

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

See page 3 for key to map.

5000 WATTS DAY AND NIGHT



**WDEL**

**WILMINGTON-DELAWARE**  
Established 1922

## HIGH LISTENERSHIP SELLS

WDEL, through its outstanding listener loyalty, influences the buying habits of a great number of people in an area known for its economic stability, its above-average incomes. Skillful local programming and NBC Network Shows have made this station the overwhelming favorite in its trading area consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL can sell for you profitably as it does for many advertisers. Write for full information.

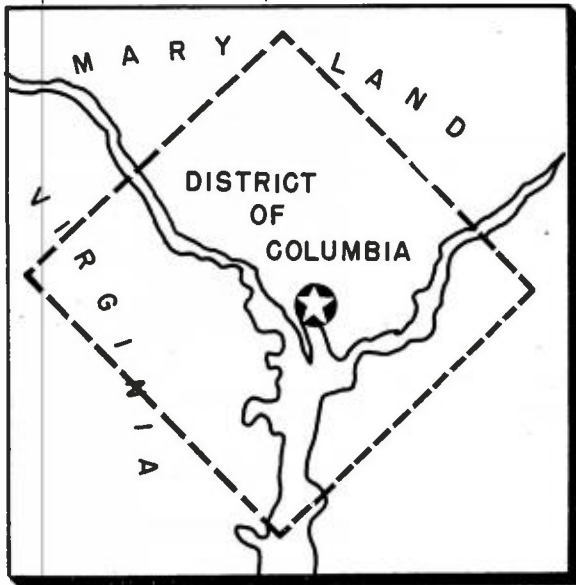
STEINMAN STATION

Represented by

**ROBERT MEEKER ASSOCIATES**

New York San Francisco Chicago Los Angeles





See page 3 for key to map.

## DISTRICT OF COLUMBIA

### AM STATIONS

City	Call Letters	Frequency (Mc)	Power (Kw)	Network
Washington	WINX	1340	250	
	WMAL	630	5,000	ABC
	WOL	1260	5,000	MBS
	WQQW	970	1,000-D	
	WRC	980	5,000	NBC
	WTOP	1500	50,000	CBS
	WWDC	1450	250	

### FM STATIONS

City	Call Letters	Frequency (Mc)	Power (Kw)
Washington	WASH	97.1	246 15
	WHMB	100.3	262 19
	WINX-FM	96.3	242 20
	WMAL-FM	107.3	297 20
	WOL-FM	98.7	254 20

City	Call Letters	Frequency (Mc)	Power (Kw)
Washington	WCFM	99.5	258 20
	WQQW-FM	103.5	278 20
	WRC-FM	93.9	230 20
	WWDC-FM	101.1	266 20
	WTOP-FM	105.1	286 --

### TV STATIONS

Washington	4, 5, 7, 9
CP	Bamberger Bcstg. (WOIC) 9 Service
O	Allen B. DuMont (WTTG) 5 Labs.
O	Evening Star (WMAL-TV) 7 Bcstg. Co.
L	NBC (WNBW) 4

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing; L denotes license granted.

## DISTRICT OF COLUMBIA RADIO MARKET

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Washington	Dist. of Columbia	219 700	96.8	212 700	Con - Hooper

## DISTRICT OF COLUMBIA RADIO MARKET DATA

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Washington	219,700	96.8	212,700	134,975	204,461	108,661	692,708	1,147,891

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

## MARKET INDICATORS FOR DISTRICT OF COLUMBIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) ..	831,000	'47	647,000	'40
BMB Families .....	219,000	'48	234,000	'46
BMB Radio Families (Urban) ..	212,000	'48	225,000	'46
BMB Radio Families (Rural) ..	-----	--	-----	--
Number of Business Concerns (1)	9,598	'46	9,717	'39
Domestic Urban Electric Consumers (2)	-----	--	-----	--
Private & Commercial Passenger Auto Registrations .....	110,250	'46	149,475	'39
Business Telephones .....	193,600	'46	118,700	'39
Residential Telephones .....	193,800	'46	135,400	'39
Nonagricultural Employment (3)	460,000	'46	321,000	'39
Total Income Payments to Individuals .....	\$1,796,000,000	'46	813,000,000	'39
Per Capita Income Payments ..	\$ 1,569	'46	1,031	'39
Sales of U. S. Savings Bonds (Series E) (4) .....	\$ 79,461,000	'46	13,310,000	'41
Bank Deposits .....	\$1,022,000,000	'46	368,000,000	'39
Drug Store Sales .....	\$ 54,439,000	'46	24,362,000	'39
Gross Postal Receipts (5) .....	\$ 17,270,000	'46	8,111,000	'39
Total Private Construction .....	\$ 44,700,000	'46	58,000,000	'39
Private Residential Building ..	\$ 16,200,000	'46	34,000,000	'39
Private Nonresidential Building	\$ 23,700,000	'46	20,900,000	'39
Farm Construction .....	-----	--	-----	--

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Included in Maryland figures. (3) Includes all wage and salaried workers in non-agricultural establishments. Does not include proprietors of unincorporated

businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (4) Sales of this series of bonds commenced in May, 1941. (5) Revenues from money-order business, postal savings and certain miscellaneous items not included.

# WWDC leads all the Washington stations (both network and local)

We know it's hard to believe, but here are the facts: On Sunday afternoon, WWDC had MORE AUDIENCE than the four network stations combined! Just look at those figures from the C. E. Hooper June Share of Audience Report at right.

In the evening from 6 to 10:30 p.m., WWDC ties a leading network station and beats all others. See the C. E. Hooper Share of Audience Report for July at right. WWDC is indeed the sports station of Washington . . . the leading news and music station.

Available now! . . . The full schedule of University of Maryland Football Games. Write today for presentation.

STATION WWDC . . . 44.3%

Station B . . . . . 16.4%  
 Station C . . . . . 10.2%  
 Station D . . . . . 9.8%  
 Station E . . . . . 4.6%  
 Station F . . . . . 6.2%

STATION WWDC . . . 20.3%

Station B . . . . . 20.3%  
 Station C . . . . . 8.8%  
 Station D . . . . . 19.1%  
 Station E . . . . . 16.6%  
 Station F . . . . . 5.7%

Washington's leading independent **WWDC** AM and FM

Represented Nationally by FORJOE & COMPANY

**WPIK**—"THE OLDEST 1000 WATT INDEPENDENT IN METROPOLITAN WASHINGTON"

**W**

WASHINGTON'S

**P**

PREFERRED

**I**

INDEPENDENT

**K**

KILOWATT

● **PREFERRED POSITION**—**WPIK** is 730 on the dial where a 1000 watt rate buys high power coverage.

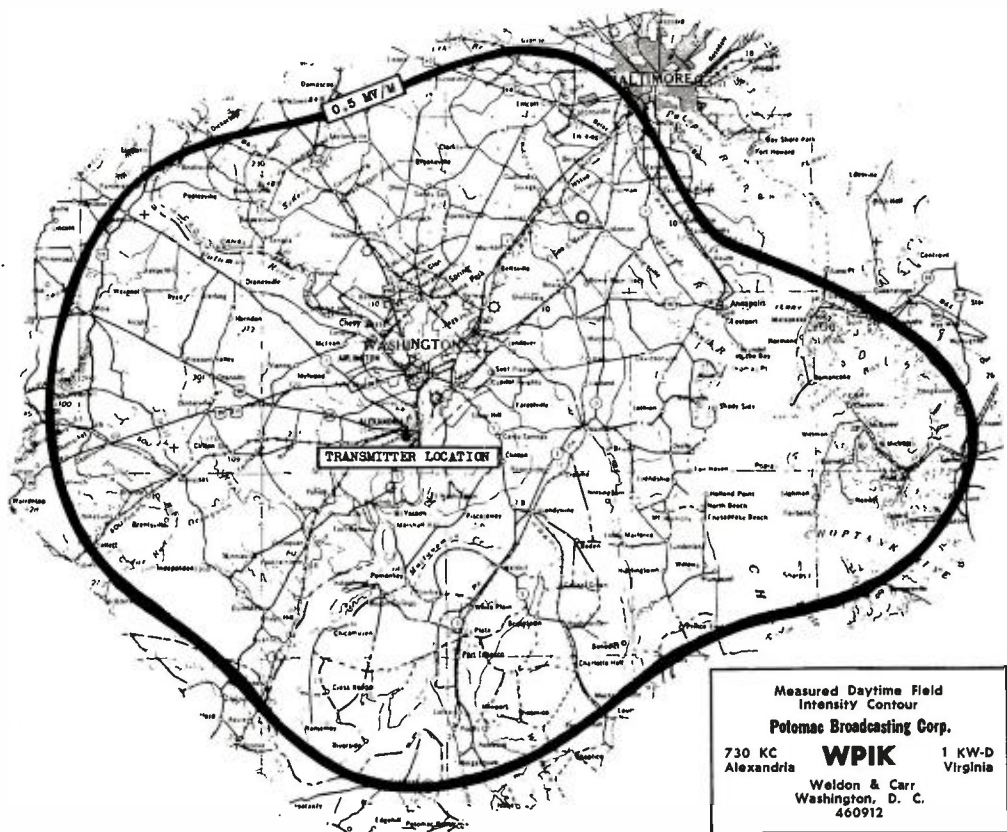
● **PREFERRED POSITION**—**WPIK** transmitter site is knee-deep in water, only seven miles from the heart of Metropolitan WASHINGTON, D. C., giving greater signal strength.

● **PREFERRED POSITION**—**WPIK** primary service area, with an average radius of 50 miles, includes 373,941 homes, housing 1,363,758 radio listeners.

● **PREFERRED POSITION**—**WPIK** is shown preference by leading advertising agencies because WPIK reaches more listeners for less money and produces results.

**WRITE, WIRE OR PHONE WPIK**

The Sunshine Station for the Capitol of the Nation



With . . . .

1000 Watts

**WEUS**

790 KC

—BLANKETS—

CENTRAL FLORIDA  
COAST TO COAST

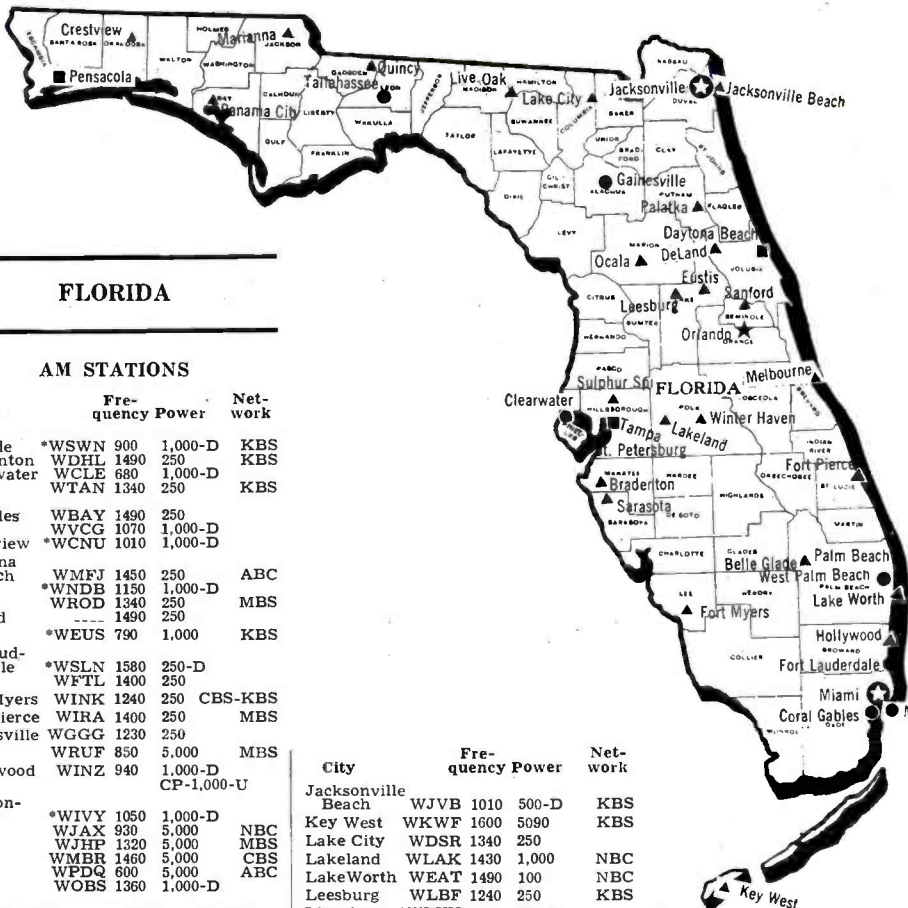
—DAY and NIGHT—

This rich citrus and agricultural area produces and ships watermelons, lettuce, cabbage, cucumbers, tomatoes, celery and other fine vegetables, plus, the world's finest citrus. Returning in excess of \$65,000,000.00 annually to the Growers.

**WEUS**

P. O. Box 790—Phone 394

Eustis, Florida



**FLORIDA**

**AM STATIONS**

City	Frequency	Power	Network
Belle Glade	*WSWN 900	1,000-D	KBS
Bradenton	WDHL 1490	250	KBS
Clearwater	WCLE 680	1,000-D	
	WTAN 1340	250	KBS
Coral Gables	WBAY 1490	250	
	WVCG 1070	1,000-D	
Crestview	*WCNU 1010	1,000-D	
Daytona Beach	WMEF 1450	250	ABC
	*WNDB 1150	1,000-D	
	WROD 1340	250	MBS
Deland	---- 1490	250	
Eustis	*WEUS 790	1,000	KBS
Ft. Lauderdale	*WSLN 1580	250-D	
	WFTL 1400	250	
Fort Myers	WINK 1240	250	CBS-KBS
Fort Pierce	WIRA 1400	250	MBS
Gainesville	WGGG 1230	250	
	WRUF 850	5,000	MBS
Hollywood	WINZ 940	1,000-D	
		CP-1,000-U	
Jacksonville	*WIVY 1050	1,000-D	
	WJAX 930	5,000	NBC
	WJHP 1320	5,000	MBS
	WMBR 1460	5,000	CBS
	WPDQ 600	5,000	ABC
	WOB5 1360	1,000-D	

City	Frequency	Power	Network
Jacksonville Beach	WJVB 1010	500-D	KBS
Key West	WKWF 1600	5090	KBS
Lake City	WDSR 1340	250	
Lakeland	WLAK 1430	1,000	NBC
LakeWorth	WEAT 1490	100	NBC
Leesburg	WLBK 1240	250	KBS
Live Oak	*WLK 1220	250-D	
	*WNER 1450	250	
	WTYS 1340	250	
Marianna			
Melbourne	*WMMB 1050	250-D	
Miami	*WFEC 1220	250-D	
	WGBS 710	10,000	CBS
		CP-50,000-LS	
		10,000-N	
	WIOD 610	5,000	NBC
	*WMIE 1140	10,000-LS	
		5,000-N	
	WQAM 560	5,000-LS	ABC
		1,000-N	
	WWPB 1450	250	
Miami Beach	WKAT 1360	5,000-LS	MBS
Ocala	WMBM 800	1,000-D	
	WTMC 1290	1,000	MBS-KBS
Orlando	WDBO 580	5,000	CBS
	WLOF 1230	250	MBS
		CP-950 CP-5,000	
	WHOO 990	10,000-LS	ABC
		5,000-N	
	WORZ 740	1,000	NBC
Palatka	WWPF 800	250-D	
PalmBeach	WWPG 1340	250	ABC
PanamaCity	WDLP 590	1,000	MBS-KBS
Pensacola	WBSR 1450	250	ABC
	WCOA 1370	5,000	NBC
	WEAR 1490	250	MBS
Quincy	WCNH 1230	250	
St. Augustine	WFOY 1240	250	CBS
St. Petersburg	WSUN 620	5,000	ABC
	WTSP 1380	1,000-LS	MBS
		500-N	
		CP-5,000-U	
Sanford	WTRR 1400	250	KBS
Sarasota	WSPB 1450	250	CBS
Sulphur Springs	WHBO 1050	250-D	
Tallahassee	WRHP 1450	250	ABC-KBS
	*WTAL 1270	5,000	MBS
Tampa	WALT 1110	1,000-D	
	WDAE 1250	5,000	CBS
	WFLA 970	5,000	NBC
West Palm Beach	WIRK 1290	1,000-D	MBS
		CP-1,000-U	
	WJNO 1230	250	CBS
Winter Haven	WSIR 1490	250	MBS

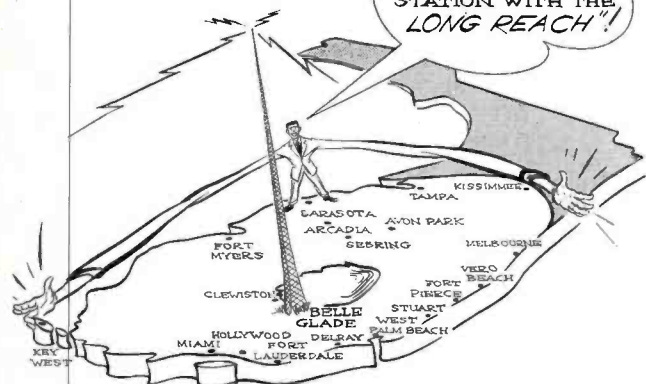
See page 3 for key to map.

**FM STATIONS**

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Daytona Beach	WNDB-FM	94.5	233	8.5
	WDBF	97.5	248	13
Ft. Lauderdale	WGOR	106.5	293	9.6
Gainesville	WRUF-FM	104.1	281	--
Jacksonville	WJAX-FM	95.1	236	130
	WJHP-FM	96.9	245	34
	WMBR-FM	96.1	241	47
Leesburg	WLBK-FM	98.3	252	--
Miami	WIOD-FM	97.3	247	54
	WPJV	105.1	286	--
	WWPB-FM	101.5	268	--
	WQAM-FM	94.9	235	49
	WGBS-FM	96.3	242	27
	WFYE	102.9	275	--
	WTHS	91.7	219	0.4
Miami Beach	WKAT-FM	93.1	226	330
	WLRD	93.9	230	13
Orlando	WHOO-FM	96.5	243	59
	WLOF-FM	100.3	262	65
	WDBO-FM	92.3	222	25
Palm Beach	WWPG-FM	97.9	250	22
Pensacola	WCOA-FM	98.9	255	7.5
St. Petersburg	WSUN-FM	97.9	250	--
	WTSP-FM	102.5	273	37
Tallahassee	WTAL-FM	103.9	280	0.71
Tampa	WFLA-FM	93.3	227	46
	WDAE-FM	105.7	289	--
West Palm Beach	WJNO-FM	98.7	254	49

**WSWN**

IT'S REALLY THE LITTLE STATION WITH THE LONG REACH!



1000 watts

900 kc

**BELLE GLADE, FLORIDA**

SERVING 18 SOUTH FLORIDA COUNTIES!

186,000 RADIO FAMILIES!

**TOM WATSON, JR.**  
General Manager

**TV STATIONS**

City and Applicant	Call Letters	Channel No.
Jacksonville 2, 4, 6, 8		
CP City of Jacksonville		2
CP Florida (WMBR-TV)		4
Bcstg. Co.		
CP Jacksonville Bcstg. Corp.		6
CP Metropolis Bcstg. Co.		8
Miami 2, 4, 5, 7, 9		
A-H Fort Industry Co.		7
A-H Isle of Dreams Bcstg. Corp.		5
A-H Miami Bcstg. Co.		5
A-H Miami-Hollywood Tele. Corp.		7
CP Southern Radio (WTVJ) & Tele. Equipment Co.		4
Miami Beach		
A-H A. Frank Katzentine		7
A WKAT Inc.		7
Orlando 3, 10		
A Orlando Daily Newspapers Inc.		3
A Sunshine Tele. Corp.		10
St. Petersburg 2, 4, 5, 7, 9 (see also Tampa)		
A Pinellas Bcstg. Co.		5
CP Sunshine Tele. (WSEE) Corp.		7
Tampa (see also St. Petersburg)		
A Gulf Theatres		2
A Tampa Times Co.		4
A Tribune Co.		9

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

**MARKET INDICATORS FOR FLORIDA**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	2,328,000	'47	1,897,414	'40
BMB Families -----	682,500	'48	614,000	'46
Per Cent Radio -----	86.9	'48	79.5	'46
Radio Families -----	592,900	'48	488,000	'46
Number of Business Concerns (1)	34,249	'46	30,670	'39
Domestic Urban Electric Consumers -----	474,000	'46	286,000	'39
Private & Commercial Passenger Auto Registrations -----	477,208	'46	376,707	'39
Business Telephones -----	196,900	'46	84,900	'39
Residential Telephones -----	209,600	'46	67,700	'39
Nonagricultural Employment (2)	467,000	'46	361,000	'39
Total Income Payments to Individuals -----	\$2,571,000,000	'47	819,000,000	'39
Per Capita Income Payments -- \$	1,104	'47	442	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 58,128,000	'46	12,688,000	'41
Bank Deposits -----	\$1,740,000,000	'46	412,000,000	'39
Drug Store Sales -----	\$ 79,498,000	'46	32,742,000	'39
Gross Postal Receipts (4) -----	\$ 17,593,000	'46	8,124,000	'39
Total Private Construction ----	\$ 246,200,000	'46	88,800,000	'39
Private Residential Building --	\$ 165,000,000	'46	69,500,000	'39
Private Nonresidential Building \$	58,800,000	'46	11,000,000	'39
Farm Construction -----	\$ 6,400,000	'46	3,400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed per-

sons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

**WRUF**

WRUF-FM

*The Voice of Florida*

GAINESVILLE, FLORIDA

*The University of Florida Station will give you the best coverage.*

**5000 W**  
on 850 K

**FULL TIME**

*Located in the center of the Florida Peninsula where it can do the most for you.*

*20th Anniversary on the Air. 8th Anniversary Mutual Affiliate.*

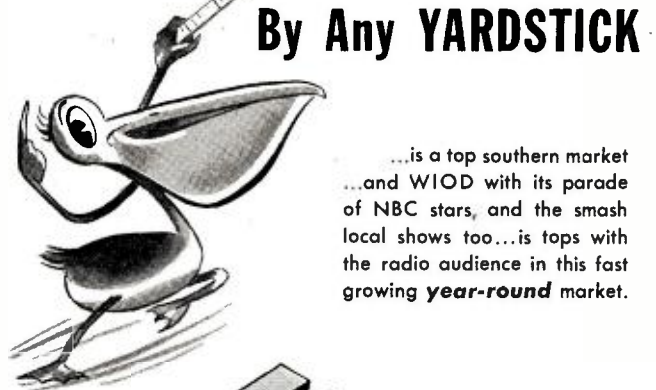
**MUTUAL NETWORK**  
**BURN-SMITH REP.**

**FLORIDA RADIO MARKETS BY CITIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Belle Glade	Palm Beach	1 760	65.3	1 150	
Bradenton	Manatee	3 110	87.1	2 710	Con
Clearwater	Pinellas	4 020	89.3	3 590	Con
Coral Gables	Dade	3 450	98.0	3 380	
Daytona Beach	Volusia	9 030	86.0	7 770	Con
Ft. Lauderdale	Broward	7 200	87.6	6 310	Con
Ft. Myers	Lee	4 030	85.1	3 430	Con
Ft. Pierce	Saint Lucie	2 960	78.7	2 330	
Gainesville	Alachua	5 080	84.1	4 270	Con
Jacksonville	Duval	61 200	88.8	54 350	Con - Hooper
Jacksonville Beach	Duval	1 410	87.9	1 240	
Key West	Monroe	4 740	83.1	3 940	
Lake City	Columbia	2 210	78.7	1 740	
Lakeland	Polk	8 620	86.1	7 420	Con
Leesburg	Lake	1 770	81.4	1 440	
Miami	Dade	65 410	93.3	61 030	Con - Hooper
Miami Beach	Dade	10 420	96.4	10 040	
Ocala	Marion	3 390	82.3	2 790	Con
Orlando	Orange	14 490	90.2	13 070	Con
Palatka	Putnam	2 820	75.9	2 140	
Palm Beach	Palm Beach	1 280	93.0	1 190	
Panama City	Bay	4 280	81.5	3 490	Con
Pensacola	Escambia	13 290	84.7	11 260	Con
St. Augustine	Saint Johns	4 700	81.7	3 840	Con
St. Petersburg	Pinellas	26 880	92.3	24 810	Con - Hooper
Sanford	Seminole	3 940	81.5	3 210	Con
Sarasota	Sarasota	4 390	88.4	3 880	Con
Tallahassee	Leon	6 380	81.2	5 180	Con
Tampa	Hillsborough	40 350	88.7	35 790	Con - Hooper
West Palm Beach	Palm Beach	12 950	89.2	11 550	Con
Winter Haven	Polk	2 500	88.4	2 210	Con

BROADCASTING • Telecasting

**MIAMI**



...is a top southern market ...and WIOD with its parade of NBC stars, and the smash local shows too...is tops with the radio audience in this fast growing year-round market.

**WIOD**  
FIRST IN MIAMI

National Representatives  
GEORGE P. HOLLINGBERRY CO.  
Southeast Representative  
HARRY E. CUMMINGS  
JAMES M. LeGATE, General Manager

**5,000 WATTS • 610 KC • NBC**

## FLORIDA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Alachua	12,120	83.3	10,090	2,403	4,529	1,598	12,007	28,501
Baker	1,860	80.1	1,490	20	282	90	588	2,149
Bay	7,820	83.5	6,530	1,390	6,241	2,147	12,025	35,732
Bradford	2,280	84.6	1,930	80	832	242	2,011	4,002
Brevard	6,500	86.5	5,620	854	1,986	757	6,637	15,369
Broward	15,880	85.1	13,510	3,660	11,995	6,052	30,703	52,815
Calhoun	2,680	80.2	2,150	53	354	102	1,261	2,772
Charlotte	1,500	88.7	1,330	235	604	204	824	3,008
Citrus	2,570	84.0	2,160	93	394	115	867	2,978
Clay	2,480	85.1	2,110	197	787	304	1,125	2,194
Collier	2,110	82.0	1,730	96	727	512	503	3,349
Columbia	4,730	75.9	3,580	565	1,572	481	4,498	9,070
Dade	102,500	83.3	85,740	37,599	110,451	57,639	201,426	443,245
De Soto	2,650	81.5	2,160	478	1,144	397	2,911	5,765
Dixie	2,690	82.5	2,220	62	399	110	478	3,660
Duval	74,440	89.1	66,300	25,980	65,445	29,823	188,023	264,871
Escambia	24,240	86.3	20,930	5,571	15,920	6,562	29,173	66,965
Flagler	1,120	82.1	920	24	169	69	567	1,364
Franklin	2,210	77.8	1,720	88	587	190	1,556	2,949
Gadsden	7,490	78.2	5,860	777	2,657	848	7,633	14,656
Gilchrist	920	78.3	720	47	242	82	753	1,452
Glades	940	84.0	790	16	132	38	---	1,096
Gulf	2,860	86.0	2,460	151	1,694	736	1,728	3,084
Hamilton	2,450	79.2	1,940	90	507	145	1,034	3,084
Hardee	2,990	81.9	2,450	205	711	268	2,219	5,779
Hendry	2,210	86.4	1,910	150	1,591	629	1,185	3,957
Hernando	1,650	86.1	1,420	202	489	166	1,307	3,853
Highlands	3,730	82.8	3,090	719	1,441	590	4,957	6,759
Hillsborough	64,560	88.9	57,420	19,198	53,682	23,420	104,474	173,791
Holmes	3,750	78.9	2,960	67	339	97	1,254	2,089
Indian River	3,230	85.8	2,770	425	1,007	418	2,849	7,158
Jackson	9,740	76.8	7,480	500	2,038	613	7,723	12,449
Jefferson	3,340	78.7	2,630	198	453	127	1,795	3,157
Lafayette	1,110	82.0	910	35	103	30	---	1,096
Lake	11,400	86.2	9,830	1,692	3,000	1,122	14,088	20,067
Lee	6,650	86.9	5,780	1,189	2,791	1,115	8,849	17,859
Leon	9,980	82.9	8,270	3,032	5,205	1,898	12,515	25,135
Levy	3,870	81.1	3,140	96	756	218	656	4,520
Liberty	1,200	78.3	940	(A-1)	237	85	---	607
Madison	4,130	76.5	3,160	141	936	260	2,131	5,883
Manatee	9,320	85.6	7,980	2,123	3,968	1,578	9,499	20,259
Marion	10,740	82.8	8,890	1,435	4,468	1,633	10,530	22,127
Martin	2,900	86.2	2,500	274	858	335	1,473	4,624
Monroe	5,300	83.4	4,420	963	2,044	783	4,291	7,899
Nassau	3,250	83.1	2,700	455	1,721	770	2,004	5,128
Okaloosa	3,510	83.2	2,920	267	900	298	1,638	4,950
Okeechobee	1,100	84.5	930	89	415	201	531	2,179
Orange	27,730	89.8	24,900	8,195	17,555	7,812	44,293	105,629
Osceola	4,140	87.7	3,630	281	1,245	428	2,760	6,136
Palm Beach	30,660	85.1	26,100	6,616	19,566	16,359	48,294	126,954
Pasco	5,210	85.2	4,440	385	2,728	985	2,146	6,402
Pinellas	38,890	91.8	35,720	14,339	24,315	10,369	60,154	150,073
Polk	33,090	85.8	28,390	8,145	20,555	9,069	47,177	92,077
Putnam	7,440	80.4	5,980	699	2,182	805	4,441	12,079
St. Johns	7,840	81.8	6,410	1,782	3,379	1,211	8,083	17,222
St. Lucie	3,690	79.9	2,950	663	1,706	741	6,094	13,162
Santa Rosa	5,920	81.3	4,810	177	437	143	1,361	4,150
Sarasota	6,890	88.1	6,070	2,653	5,054	1,906	10,538	21,801
Seminole	8,040	83.5	6,710	1,203	1,969	752	5,821	14,864
Sumter	3,840	83.6	3,210	105	600	203	1,074	3,602
Suwannee	4,860	79.0	3,840	293	1,702	586	4,730	7,336
Taylor	4,300	76.7	3,300	247	1,068	384	1,715	5,721
Union	1,400	80.0	1,120	31	117	39	725	1,245
Volusia	22,270	86.4	19,250	4,037	9,710	3,829	20,549	59,392
Wakulla	2,030	81.3	1,650	(A-1)	298	115	---	1,927
Walton	4,010	79.3	3,180	274	709	225	3,264	4,803
Washington	3,450	79.4	2,740	204	443	133	1,288	2,978

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

**MUSIC**

**SPORTS**

**NEWS**

**24 Hours a Day**

**WINZ**

**FLORIDA'S BIG INDEPENDENT**

**940 KC**

**Clear Channel**

**Full Time**

*Business Address:*

**WINZ BUILDING**

**304 LINCOLN ROAD, MIAMI BEACH**

*Studios:*

**MIAMI, MIAMI BEACH and HOLLYWOOD**

**JONAS WEILAND, President**

*Main Studio:*

**HOLLYWOOD BEACH**

**HOTEL**



buttons are popping at **WFLA**



# TOP STATION IN THE NATION!

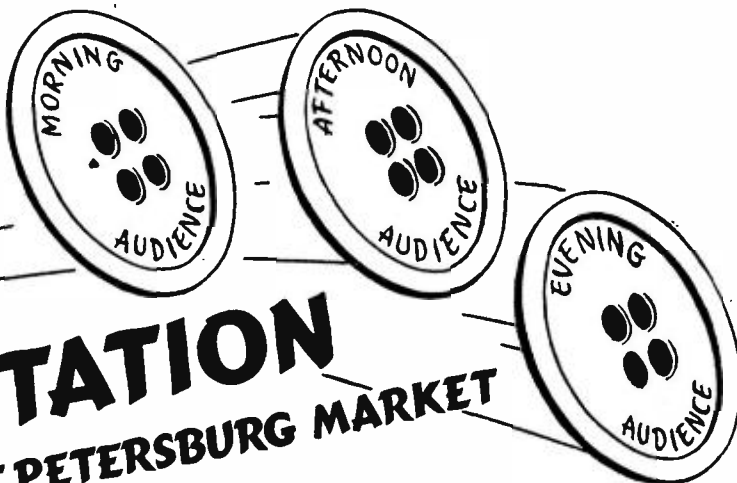


No wonder our buttons are popping! . . . According to Hooper's "Top 20 Stations in the U. S." released August 16, WFLA outranked all other stations in the nation in evening audience rating during May-June, 1948. WFLA's share of the Tampa audience was 44.9 —nearly half of the total audience in a market where all networks are represented!



# TOP STATION IN THE TAMPA-ST. PETERSBURG MARKET

Month after month, Hooper after Hooper, WFLA has earned top audience ratings in the Tampa-St. Petersburg market—morning, afternoon and evening!



Population-wise and otherwise, the Tampa-St. Petersburg market is a big, important part of the Florida sales picture. These, and other basic economic indices, showed substantial gains in 1947 over 1946—retail sales up 34.8%, food sales up 46.1%, general merchandise up 34.9%, effective buying income up 14.3%.\*

Since May, all programs — NBC and local, sponsored and sustaining — have been broadcast over both WFLA and WFLA-FM. These programs which have brought top Hooper ratings to WFLA, are now available to an estimated 100,000 additional listeners in south and central Florida.

Advertisers using WFLA get the major share of the audience in the heart of Florida's richest, most heavily populated trade area—and the double-barreled impact of WFLA and WFLA-FM at no extra cost.

\*Sales Management  
1948 Survey of Buying Power.

**NBC AFFILIATE**

**WFLA**  
AM *The Tampa* FM  
*Tribune Stations*

TAMPA  FLORIDA

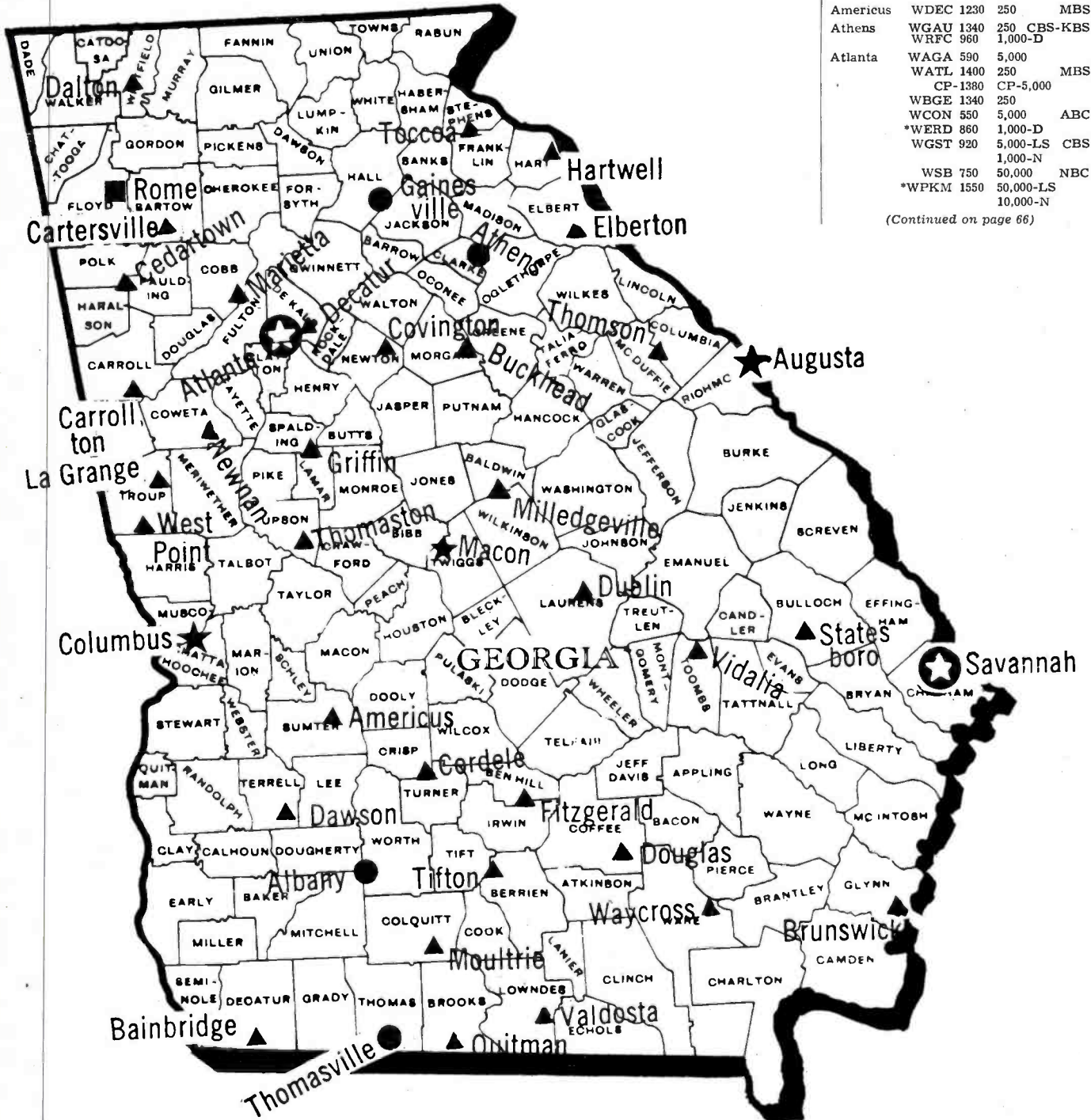
SOUTHEASTERN REPRESENTATIVE  
**HARRY E. CUMMINGS**  
JACKSONVILLE, FLORIDA

GEORGIA

AM STATIONS

City	Frequency	Power	Network
Albany	WALB 1590	1,000	MBS
	WGPC 1450	250	CBS
Americus	WDEC 1230	250	MBS
Athens	WGAU 1340	250	CBS-KBS
	WRFC 960	1,000-D	
Atlanta	WAGA 590	5,000	
	WATL 1400	250	MBS
	CP-1380	CP-5,000	
	WBGE 1340	250	
	WCON 550	5,000	ABC
	*WERD 860	1,000-D	
	WGST 920	5,000-LS	CBS
		1,000-N	
	WSB 750	50,000	NBC
	*WPKM 1550	50,000-LS	
		10,000-N	

(Continued on page 66)



See page 3 for key to map.

# LOOK...what's happened in 8 MONTHS!!



Drawing by Permission of  
D. Appleton-Century Co.



... and this is no **Bedtime Story,**  
**Bre'r Time Buyer!!**

The three other top-rated radio stations in Atlanta have been doing business at the same old stand for an average of twenty-one years. We have been at it for eight months.

The last (July) Hooper report ranks the four top stations (10% or better) in share of audience, total rated periods, as follows:

Station A (broadcasting 26 years)	. 23.1%
Station B (broadcasting 26 years)	15.3%
Station C (broadcasting 11 years)	15.2%
WCON (broadcasting 8 months)	15.1%

(Remainder 31.3% divided among five other Atlanta stations, outside stations and FM.)

With less than a third of 1% out of second place, we are only 8 percentage points out of first place. Nobody ever heard of us a year ago!

## WHO'S WHO ON THE RADIO

In addition to ABC advertisers who use WCON, we are proud of the many local and national advertisers who depend on WCON in Atlanta to produce more sales. You, too, will find Spot Programming on WCON the sure-fire way to make your sales curve jump!

### NATIONAL

Lane Rexall, American Bakeries, Celanese, Colgate, Chase & Sanborn, Canada Dry, Kingan Packing Co., Sterling Beer, Atlanta Baking Company, Bama Products,

### LOCAL

Standard Feed Milling Co., Georgia Power Company, Atlanta Dress Mart, Robert Hall Clothes, Dutch Oven Bakers, Economy Auto Stores, West Lumber Company, First National Bank, Atlanta Coca-Cola Bottling Co., Wagstaff Motors.

THE ATLANTA CONSTITUTION STATION

5000 WATTS

550 KC

*Affiliated, American Broadcasting Company*

**National Representatives HEADLEY-REED COMPANY**



## GEORGIA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Appling	3,030	77.9	2,360	259	2,478(1)	771(1)	1,425	3,725
Atkinson	1,670	82.6	1,380	98	536	155(2)	---	1,313
Bacon	1,890	82.4	1,640	86	---	---	---	3,331
Baker	1,570	77.1	1,210	28	635(3)	179(3)	359	822
Baldwin	4,330	80.6	3,490	628	2,789(4)	890(4)	6,114	5,695
Banks	1,590	82.4	1,310	(A-1) 51	---	9	---	591
Barrow	3,520	89.8	3,160	239	2,663	745	2,090	5,184
Bartow	6,400	86.1	5,510	998	3,365	1,135	4,864	9,336
Ben Hill	3,680	81.3	2,990	759	2,774(5)	867(5)	2,590	8,352
Berrien	3,280	81.4	2,670	129	1,390(6)	516(6)	2,380	4,446
Bibb	27,790	81.3	22,590	11,848	20,766	8,234	43,253	90,912
Bleckley	2,120	81.6	1,730	254	1,561(7)	447(7)	1,328	3,298
Brantley	1,530	78.4	1,200	52	341	115	---	1,083
Brooks	4,500	77.1	3,470	390	1,299	387	2,731	6,252
Bryan	1,760	78.4	1,380	89	231(8)	55(8)	595	1,525
Bulloch	5,980	79.3	4,740	633	1,022	338	5,072	13,849
Burke	6,180	74.1	4,580	411	1,261	401	3,314	7,679
Butts	2,210	84.6	1,870	255	2,540(9)	862(9)	1,254	3,889
Calhoun	2,440	77.5	1,890	242	---	---	1,756	3,151
Camden	1,840	80.4	1,480	155	953	414	595	2,625
Candler	1,960	81.6	1,600	232	2,610(10)	763(10)	962	4,054
Carroll	7,350	85.2	6,260	1,214	3,647	1,093	5,678	12,224
Carters	2,910	90.7	2,640	156	6,602(11)	2,613(11)	658	1,969
Charlton	1,400	80.7	1,130	120	194	45	1,632	1,722
Chatham	38,830	84.0	32,610	14,103	30,371	12,965	80,974	116,559
Chattahoochee	230	82.6	190	(A-1) 130	---	36	---	406
Chattooga	4,820	89.4	4,310	405	4,839	1,876	2,511	8,302
Cherokee	4,840	84.9	4,110	400	3,133	1,296	5,013	7,170
Clarke	6,840	85.0	7,510	2,735	5,890	2,150	8,862	30,963
Clay	1,950	77.9	1,520	125	1,356(12)	346(12)	1,010	2,264
Clayton	3,030	87.1	2,640	231	1,179(13)	414(13)	738	2,149
Cobb	10,040	82.8	1,890	71	---	---	---	2,149
Coffee	5,250	89.6	9,000	2,769	5,889	2,747	10,803	22,585
Colquitt	8,360	79.4	6,640	908	---	---	3,546	9,779
Columbia	1,830	81.4	1,490	123	3,324	1,222	8,956	15,719
Cook	2,980	82.9	2,470	249	339	84	436	1,296
Coweta	7,210	82.2	5,930	1,094	4,921	1,704	1,994	4,742
Crawford	1,420	78.9	1,120	83	404	119	360	12,159
Crisp	4,430	74.7	3,310	628	2,491(14)	821(14)	3,871	1,083
Dade	1,140	85.1	970	9	---	---	---	12,848
Dawson	910	80.2	730	(A-1) 9	---	---	---	1,034
Decatur	5,320	75.8	4,030	705	1,793(15)	611(15)	---	246
De Kalb	28,270	93.4	26,410	12,316	1,858	846	5,830	9,895
Dodge	3,910	77.2	3,020	425	5,408	2,213	17,411	35,216
Dooley	3,780	79.5	2,990	235	425	373	1,740	6,267
Daugherty	8,260	79.2	6,540	2,900	---	---	2,139	4,135
Douglas	2,600	81.5	2,120	206	7,139	2,676	13,504	38,278
Early	4,830	76.2	3,680	266	944	317	961	3,249
Echols	830	80.7	670	532	2,342(16)	1,085(16)	2,893	7,170
Effingham	2,240	81.3	1,820	(A-1) 387	---	---	---	2,265
					---	---	818	2,265


(Continued on page 68)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# WGST

NOW

GOING PLACES



WITH

MUTUAL IN

# ATLANTA

SEE YOUR GEORGE P. HOLLINGBERY REPRESENTATIVE TODAY!



ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS



# The Georgia Trio



The C.B.S. Affiliates in Georgia's First 3 Markets

**THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:**

- Concentrated coverage • Merchandising assistance
- Listener loyalty built by local programming • Dealer loyalties

— IN GEORGIA'S FIRST THREE MARKETS

The Georgia Trio



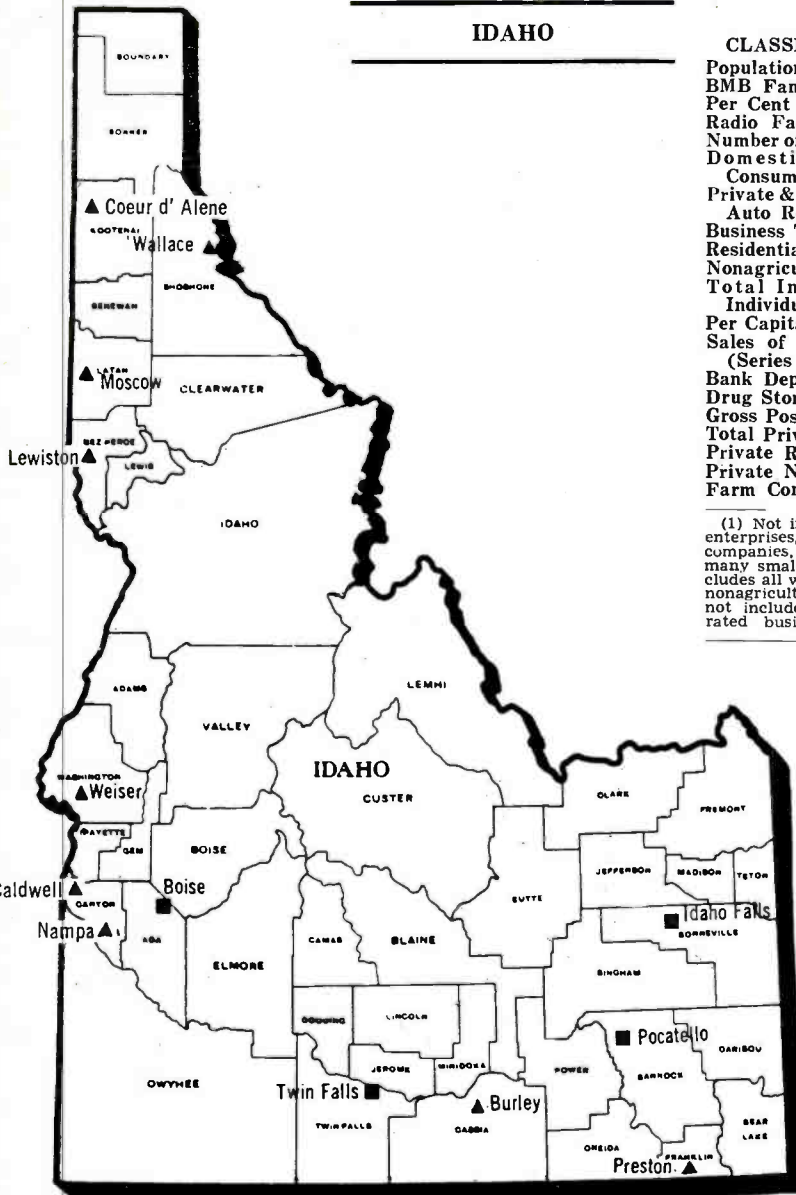
Represented, individually and as a group, by

**THE KATZ AGENCY, INC.**

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas

# IDAHO

## MARKET INDICATORS FOR IDAHO



CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	525,000	'47	524,873	'40
BMB Families -----	129,900	'48	141,700	'46
Per Cent Radio -----	97.3	'48	92.4	'46
Radio Families -----	126,400	'48	131,000	'46
Number of Business Concerns (1)	7,742	'46	8,043	'39
Domestic Urban Electric Consumers -----	129,000	'46	94,000	'39
Private & Commercial Passenger Auto Registrations -----	124,048 †	'46	121,589	'39
Business Telephones -----	30,900	'46	21,600	'39
Residential Telephones -----	72,100	'46	36,400	'39
Nonagricultural Employment (2)	100,000	'46	87,000	'39
Total Income Payments to Individuals -----	\$677,000,000	'47	213,000,000	'39
Per Capita Income Payments --	\$ 1,290	'47	411	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 11,271,000	'46	3,358,000	'41
Bank Deposits -----	\$436,000,000	'46	101,000,000	'39
Drug Store Sales -----	\$ 11,976,000	'46	5,671,000	'39
Gross Postal Receipts (4) -----	\$ 2,770,000	'46	1,854,000	'39
Total Private Construction -----	\$ 32,000,000	'46	12,300,000	'39
Private Residential Building -----	\$ 12,100,000	'46	4,900,000	'39
Private Nonresidential Building -----	\$ 9,300,000	'46	1,200,000	'39
Farm Construction -----	\$ 4,200,000	'46	2,400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † Taxicabs not included.

### AM STATIONS

City	Frequency	Power	Network
Boise	KDSH 950	1,000	CBS
	KGEM 1340	250	ABC
	CP-1140	CP-10,000	
	KIDO 1380	2,500-LS	NBC
Burley	KBIO 1400	250	ABC-KBS
	KCID 1490	250	
Caldwell	KBIO 1400	250	ABC-KBS
	KCID 1490	250	
Coeur d'Alene	KVNI 1240	250	MBS
	KID 1350	5,000-LS	MBS-500-N
Idaho Falls	KID 1350	5,000-LS	MBS-500-N
	KIFI 1400	250	ABC
Lewiston	*KYNG 1230	250	
	*KRRLC 1350	1,000	MBS
Moscow	KRPL 1400	250	
	KFXD 580	1,000	MBS
Nampa	KEIO 1450	250	ABC
	CP-1,440	CP-1,000	
Pocatello	KEYY 1240	250	MBS
	KSEI 930	5,000	NBC
Preston	*KPST 1340	250	KBS
	KLIX 1340	250	ABC
Twin Falls	KTFI 1270	5,000-LS	NBC
		1,000-N	
East Twin Falls	KVMV 1450	250	MBS
Wallace	KWAL 1450	250	MBS-KBS
	CP-620	CP-1,000	
Weiser	KWEI 1240	250	KBS

\* Construction Permit.

### FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Boise	KIDO-FM	106.1	291	7
Idaho Falls	KID-FM	103.3	277	4.8
Nampa	KFXD-FM	101.9	270	2.5
Pocatello	KSEI-FM	96.5	243	1.8
Preston	KPST	92.5	223	--
Twin Falls	KTFI-FM	99.7	259	3
Weiser	KWEI-FM	100.9	265	--

See page 3 for key to map.

### IDAHO RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Boise	Ada	5 810	97.4	5 660	Con
Burley	Cassia	1 030	96.1	990	
Caldwell	Canyon	1 590	96.2	1 530	
Coeur d'Alene	Kootenai	2 370	97.0	2 300	Con
Idaho Falls	Bonneville	2 960	96.3	2 850	Con
Lewiston	Nez Perce	2 510	96.4	2 420	Con
Moscow	Latah	1 370	98.5	1 350	
Nampa	Canyon	2 600	96.9	2 520	Con
Pocatello	Bannock	3 650	98.1	3 580	Con
Twin Falls	Twin Falls	2 550	96.9	2 470	Con
Wallace	Shoshone	4 920	98.4	4 840	

### IDAHO RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Ada	12,440	97.8	12,170	8,602	11,622	5,848	43,150	73,711
Adams	830	96.4	800	131	193	65	892	1,704
Bannock	7,610	97.8	7,440	5,028	5,572	2,455	18,325	42,774
Bear Lake	1,980	98.5	1,950	677	331	113	1,939	5,987
Benewah	1,780	97.2	1,730	376	544	176	1,616	4,285
Bingham	4,810	97.7	4,700	1,591	1,135	426	8,544	13,257
Blaine	1,380	97.8	1,350	403	496	250	1,861	6,122
Boise	650	95.4	620	5	81	33	1,066	1,066
Bonner	3,960	95.5	3,780	630	1,237	492	3,847	9,398
Bonneville	5,560	97.1	5,400	2,835	4,234	1,784	18,460	35,204
Boundary	1,270	96.9	1,230	260	421	162	1,878	4,689
Butte	520	98.1	510	92	90	30	1,001	1,096
Camas	310	96.8	300	114	36	11	---	843
Canyon	11,140	97.3	10,840	5,234	6,190	2,482	27,416	42,011

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Caribou	550	98.2	540	173	208	98	2,211	2,277
Cassia	3,290	97.0	3,190	1,105	1,736	774	6,690	12,242
Clark	300	96.7	290	60	19	4	---	522
Clearwater	1,910	96.9	1,850	480	741	286	1,636	5,921
Custer	910	96.7	880	259	109	37	422	2,478
Elmore	1,540	92.2	1,420	473	1,063	672	3,264	4,857
Franklin	2,320	98.7	2,290	909	587	220	2,103	7,201
Fremont	2,350	97.0	2,280	702	455	181	4,045	6,696
Gem	2,200	96.8	2,130	748	790	316	3,233	7,943
Gooding	2,590	97.3	2,520	507	555	221	4,150	7,772
Idaho	3,370	97.0	3,270	1,377	653	235	5,291	8,990
Jefferson	2,840	97.9	2,780	647	402	161	1,699	5,195
Jerome	2,530	97.2	2,460	625	818	383	4,864	7,928
Kootenai	5,770	96.9	5,590	2,179	2,397	1,069	6,620	17,018
Latah	4,510	98.2	4,430	3,179	3,380	1,561	14,200	18,865
Lemhi	1,830	95.6	1,750	370	416	172	2,250	5,921
Lewis	1,270	97.6	1,240	811	436	171	2,634	3,660
Lincoln	1,180	97.5	1,150	207	178	60	1,769	2,783
Madison	1,890	97.4	1,840	788	557	210	2,710	6,814
Minidoka	2,390	97.5	2,330	671	530	174	3,977	7,371
Nez Perce	4,730	96.8	4,580	2,838	4,871	2,204	16,099	26,568
Oneida	1,260	98.4	1,240	404	281	103	3,592	2,529
Owyhee	1,790	95.0	1,700	(A-1)	201	59	318	2,581
Payette	2,770	97.1	2,690	1,276	1,148	470	4,180	7,994
Power	1,070	97.2	1,040	297	160	47	2,014	3,154
Shoshone	4,920	98.4	4,840	1,886	6,233	3,853	16,244	24,282
Teton	800	97.5	780	282	64	22	1,231	1,518
Twin Falls	9,500	97.9	9,300	4,598	5,632	2,447	25,391	43,383
Valley	970	96.9	940	238	633	378	1,653	4,285
Washington	2,310	97.0	2,240	981	799	284	4,070	9,074
Yellowstone								
National Park								

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management," Further reproduction unlicensed.

### ILLINOIS

AM STATIONS			City		
City	Frequency Power	Network	City	Frequency Power	Network
Alton	*WOKZ 1570 1,000-D	KBS	Bloomington	WJBC 1230 250	ABC
Aurora	WMRO 1280 250-D		Cairo	WKRO 1490 250	MBS
Belleville	WIBV 1060 250-D		Canton	WBYS 1560 250-D	

City	Frequency Power	Network	City	Frequency Power	Network
Carbondale	WCIL 1020 1,000-D		Harrisburg	WEBQ 1240 250	KBS
Carthage	WCAZ 990 1,000-D		Herrin	WJPF 1340 250	MBS-KBS
Centralia	WCNT 1210 1,000-D		Jacksonville	WLDS 1180 1,000-D	KBS
Champaign	WDWS 1400 250	CBS-KBS	Joliet	WJOL 1340 250	KBS
Chicago	WAAF 950 1,000-D		Kankakee	WKAN 1320 1,000-D	
	WAIT 820 5,000 L-LS,	Dallas	LaSalle	WLPO 1220 250-D	
			Lawrenceville	*WLNR 1300 1,000-D	
	WBBM 780 50,000	CBS	Macomb	WKAI 1510 250-D	KBS
	WCBD 820 5,000		Mattoon	WLBH 1170 250-D	
	WCFL 1000 10,000		Moline	WQUA 1230 250	MBS
		CP-50,000	Mount Carmel	*WVMC 1360 500-D	
	WCRW 1240 100	SH-	Mt. Vernon	WMIX 940 1,000-D	
		WEDC, WSBC	Oak Park	* 1490 250	
	WEDC 1240 250	SH-	Olney	WVLN 740 250	
		WCRW, WSBC	Pekin	WSIV 1140 1,000-D	
	WENR 890 50,000	ST-WLS	Peoria	WEEK 1350 1,000	NBC
	WGES 1390 5,000			WIRL 1290 5,000	ABC
	WGN 720 50,000	MBS		WMBD 1470 5,000-LS	CBS
	WIND 560 5,000				1,000-N
	WJJD 1160 50,000	L-KSL			CP-5,000-U
	WLS 890 50,000	ST-		WMMJ 1020 1,000-D	MBS
		WENR ABC		WWXL 1580 1,000-D	
	WMAQ 670 50,000	NBC			CP-1590 CP-1,000
	WMBI 1110 5,000	L-KFAB, WBT	Quincy	*WJAR 1230 250	
	WSBC 1240 250	SH-		WGEM 1440 1,000	
		WCRW, WEDC		WTAD 930 1,000	CBS
Cicero	WHFC 1450 250		Rockford	WROK 1440 1,000-LS	ABC
Clinton	WHOW 1520 1,000-D				500-N
Danville	WDAN 1490 250	CBS	Rock Island	WHBF 1270 5,000	ABC
Decatur	WSOY 1340 250	CBS	Springfield	WCVS 1450 250	ABC
DeKalb	WLBK 1360 500-D			WTAX 1240 100	CBS
E. St. Louis	WTMV 1490 250		Tuscola	WDZ 1050 1,000-D	
Effingham	WCRA 1090 250-D		Urbana	WILL 580 5,000-D	
Evanston	WNMP 1590 1,000-D			*WKID 1580 250-D	
Freeport	WFRL 1570 1,000-D				
Galesburg	WGIL 1400 250	MBS			

\* Construction Permit.

# FOR SALE

## CHICAGO BUYERS



ONLY 56c  
PER THOUSAND



In the center of the dial  
in  
CHICAGO

WIND	WMAQ	WGN	WBBM	WAIT	WLS	WCFL	WJJD	WSBC	WGES
560	670	720	780	820	890	1000	1160	1240	1390
<b>5000 WATTS</b>		<b>WAIT</b>		360 No. Mich. Ave. Chicago 1. ILL.					

Represented by Taylor-Borrott & Co., Inc.

**FM STATIONS**

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (KW)
Alton	WOKZ-FM	99.9	260	9.1
Aurora	WBNU	103.9	280	1
Bloomington	WJBC-FM	101.5	268	45
Canton	WBYS-FM	100.9	265	0.650
Carbondale	WCIL-FM	100.7	264	5.9
Centralia	WCNT-FM	96.5	243	67
Champaign	WDWS-FM	97.5	248	27
Chicago	WCTF	89.9	210	75
	WBEZ	91.5	218	14
	WENR-FM	94.7	234	40
	WMBI-FM	95.5	238	50
		93.1	226	34
	WBIK	96.3	242	17
	WBBM-FM	97.1	246	13
	WEHS	97.9	250	16
	WGNB	98.7	254	40
	WEFM	99.5	258	30
	WFMF	100.3	262	17
	WMAW-FM	101.1	266	24
	WXRT	101.9	270	25
	WAAF-FM	103.5	278	12.5
	WCFL-FM	104.3	282	22
	WANF	105.9	290	19
Decatur	WSOY-FM	102.1	271	31.2
East St. Louis	WTMV-FM	102.5	273	--
Elmwood Park	WLEY	107.1	296	0.32
Evanston	WEAW	96.7	244	0.665
		107.9	300	30
Freeport	WFJS	102.5	273	9
Harrisburg	WEBQ-FM	99.9	260	4.2
Herrin	WJPF-FM	98.5	253	20
Jacksonville	WLDS-FM	100.5	263	--
Kankakee	WKIL	100.7	264	73
LaGrange	WRGK	103.1	276	0.450
Marion	WHKR	101.7	269	1
Moline	WQUA-FM	94.5	233	10
Mt. Vernon	WMIX-FM	94.1	231	15.2
Oak Park	WOKA	98.3	252	0.770
	WNOI	102.3	272	--
	WMRE	105.5	288	0.700
Peoria	WMBD-FM	92.5	223	16
	WWXL-FM	94.1	231	20
	WIRL-FM	95.7	239	51
	WMMJ-FM	98.5	243	10
Quincy	WTAD-FM	99.5	258	53
Rockford	WROK-FM	97.5	248	17
Rock Island	WHBF-FM	98.9	255	36.6
Springfield	WTAX-FM	103.7	279	6.7
	WCVS-FM	102.9	275	25
	WRXS	104.5	283	15
Urbana	WIUC	91.7	219	0.1
Waukegan	WKER	92.7	224	--
	WKRS	106.7	294	12
Woodstock	WILA	92.1	221	1

**TV STATIONS**

Status	City and Applicant	Call Letters	Channel No.
	Chicago 2, 4, 5, 7, 9, 11 13		
CP	ABC (WENR-TV)		7
L	Balaban & Katz (WBKB)		4
CP	NBC (WNBQ)		5
O	WGN, Inc. (WGN-TV)		9
A-H	CBS		11
A-H	Johnson-Kennedy Radio Corp.		2
A-H	Sun & Times Co.		13
A-H	Warner Bros. Pictures		13
A-H	Zenith Radio Corp.		2
	Peoria 3, 6, 12		
CP	Peoria (WMBD-TV)		6
CP	West Central Bcstg. Co.		12
	Quincy 11		
A	Lee Bcstg. Inc.		11
	Rockford 12		
A	Rockford Bcstrs.		12
	Rock Island (See also Moline, Davenport)		
CP	Rock Island (WHBF-TV)		4
	Bcstg. Co.		
	Springfield 8, 10		
A	Trans-Amer. TV Corp.		10

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing; L indicates license granted.



See page 3 for key to map.

# TALK ABOUT **Markets !!**

In the Nielsen Chicago area of 4,194,000 radio homes, WGN reaches more radio homes at least once a week than any other Chicago radio station.\*

WGN reaches at least 25 to 100% of the radio homes in 361 counties at night or 3,124,000 radio families.\*\*

What other station can  
offer such an audience  
to an advertiser?

\*Nielsen Radio Index

\*\*Broadcast Measurement Bureau

---

*A Clear Channel Station . . .  
Serving the Middle West*

**WGN**

**Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial**



**MBS**

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.  
West Coast Representatives: Keenan and Eickelberg  
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5  
710 Lewis Bldg., 333 SW Oak St., Portland 4



**HOOPER**  
Shows WHBF  
to be Best Buy  
in the QUAD-CITIES

Rock Island, Ill.  
Moline, Ill.  
East Moline, Ill.  
Davenport, Iowa

Here's the December-April '48  
QUAD-CITY HOOPER (Share of Audience)

(Weekdays)	WHBF	Station "B"	Station "C"	Station "D"
Mornings	54.2	19.8	6.7	2.9
Afternoons	33.8	23.4	14.0	9.4
Evenings	29.4	36.2	9.1	6.8
Sunday Afternoons	27.3	22.0	12.6	5.0

Over 200,000 Urban Population in the QUAD-CITIES

**AM WHBF FM**  
Basic ABC 6 KW-1270 KC

Les Johnson, V. P. and Gen. Mgr.  
Affiliate of Rock Island Argus

*Avory Knoddel, Inc.*  
RADIO STATION REPRESENTATIVE



# WEAW

serving Chicago and Northern Illinois

**Of Course, it's FM**

(and frankly, we're glad it is!)

200 sponsors can't be wrong

# 36,000 WATTS

North Shore Broadcasting Co., Inc.

2425 Main St., Evanston, UNiversity 4-4606

## MARKET INDICATORS FOR ILLINOIS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	8,397,000	'47	7,897,241	'40
BMB Families -----	2,357,400	'48	2,330,000	'46
Per Cent Radio -----	97.5	'48	95.7	'46
Radio Families -----	2,297,800	'48	2,230,000	'46
Number of Business Concerns (1)	146,627	'46	146,731	'39
Domestic Urban Electric Consumers -----	1,966,000	'46	1,747,000	'39
Private & Commercial Passenger Auto Registrations -----	1,611,046	'46	1,624,031	'39
Business Telephones -----	822,700	'46	569,600	'39
Residential Telephones -----	1,641,800	'46	897,000	'39
Nonagricultural Employment (2)	2,747,000	'46	2,207,000	'39
Total Income Payments to Individuals -----	\$13,636,000,000	'47	5,285,000,000	'39
Per Capita Income Payments --\$	1,501	'47	671	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 389,724,000	'46	95,208,000	'41
Bank Deposits -----	\$10,944,000,000	'46	4,781,000,000	'39
Drug Store Sales -----	\$ 233,681,000	'46	109,294,000	'39
Gross Postal Receipts (4) -----	\$ 108,400,000	'46	76,323,000	'39
Total Private Construction ----	\$ 449,400,000	'46	207,000,000	'39
Private Residential Building --\$	184,300,000	'46	102,300,000	'39
Private Nonresidential Building \$	194,100,000	'46	48,300,000	'39
Farm Construction -----	\$ 19,600,000	'46	14,300,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

rated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

ILLINOIS RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Aiton	Madison	9 310	97.0	9 030	
Aurora	Kane	14 150	98.7	13 970	Con
Belleville	St. Clair	9 210	97.4	8 970	Con
Berwyn	Cook	14 220	99.6	14 160	
Bloomington	McLean	10 410	97.9	10 190	Con
Brookfield	Cook	2 930	99.7	2 920	
Cairo	Alexander	4 730	85.2	4 030	Con
Canton	Fulton	3 800	97.4	3 700	Con
Carbondale	Jackson	2 710	93.7	2 540	
Carthage	Hancock	920	95.7	880	
Centralia	Marion	5 080	94.1	4 780	Con
Champaign	Champaign	7 510	98.1	7 370	Con
Chicago	Cook	973 480	98.3	956 930	Con - Hooper Pulse
Cicero	Cook	18 390	99.1	18 220	
Clinton	De Witt	2 000	97.0	1 940	
Danville	Vermillion	12 100	96.6	11 690	Con
Decatur	Macon	18 600	97.9	18 210	Con
Dixon	Lee	3 410	98.2	3 350	
East St. Louis	St. Clair	22 750	95.6	21 760	
Effingham	Effingham	1 890	96.3	1 820	
Elgin	Kane	10 710	98.7	10 570	
Elmwood Park	Cook	3 720	99.7	3 710	
Evanston	Cook	18 620	99.1	18 450	
Freeport	Stephenson	6 900	98.0	6 760	Con
Galesburg	Knox	9 430	97.3	9 180	Con
Harrisburg	Saline	3 650	94.5	3 450	Con
Herrin	Williamson	2 980	94.6	2 820	Con
Jacksonville	Morgan	4 990	96.2	4 800	Con
Joliet	Will	12 410	97.9	12 150	Con
Kankakee	Kankakee	6 770	98.2	6 650	Con
Kewanee	Henry	5 220	96.9	5 060	
La Salle	La Salle	3 560	97.5	3 470	
Lincoln	Logan	3 030	96.7	2 930	
Macomb	McDonough	2 930	96.6	2 830	
Mattoon	Coles	4 990	96.2	4 800	Con
Maywood	Cook	7 330	99.0	7 260	
Moline	Rock Island	11 010	98.3	10 820	Hooper
Mount Vernon	Jefferson	4 780	94.8	4 530	Con
Oak Park	Cook	19 630	99.6	19 550	
Olney	Richland	2 540	96.1	2 440	
Ottawa	La Salle	4 660	98.3	4 580	
Pekin	Tazewell	5 990	97.8	5 860	Con
Peoria	Peoria	32 850	97.4	32 000	Con - Hooper
Quincy	Adams	12 870	95.7	12 320	Con
Rockford	Winnebago	26 690	98.3	26 240	Con
Rock Island	Rock Island	13 280	98.3	13 050	Hooper
Springfield	Sangamon	23 200	97.5	22 610	Con - Hooper
Sterling	Whiteside	3 530	98.3	3 470	
Streator	La Salle	4 400	98.4	4 330	
Tuscola	Douglas	950	96.8	920	Con
Urbana	Champaign	4 700	98.7	4 640	
Waukegan	Lake	10 200	98.7	10 070	
West Frankfort	Franklin	3 910	94.4	3 690	

BROADCASTING • Telecasting

STILL ON TOP!

**W** **A**

**R** \*41.8% MORNING

**O** \*34.9% AFTERNOON

**K** \*30.8% EVENING

**C**

\*CONLAN SURVEY  
(MAY 9-15, 1948)

**WROK**

Serves a \$438,292,000 Market

HEADLEY-REED  
NATIONAL REPRESENTATIVES

1000 W DAY 500 W NIGHT

IN THE ROCKFORD, ILL AREA

1340

250 watts

**WJOL**

The Only Station in WILL County

(Established in 1926)

SEE CONLAN RATINGS

Bob Bowles, Manager

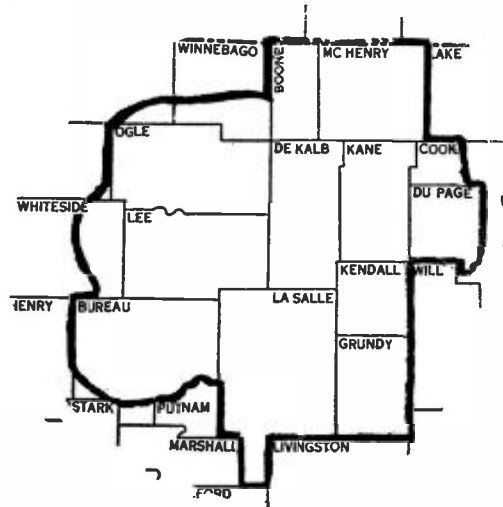
## ILLINOIS RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	20,100	95.0	19,100	10,090	14,914	6,368	34,226	53,520
Alexander	7,700	86.2	6,640	2,014	3,238	1,249	6,670	15,513
Bond	4,450	93.5	4,160	1,656	1,157	420	5,980	7,756
Boone	4,700	98.5	4,630	2,719	2,510	1,227	9,403	13,961
Brown	2,350	94.0	2,210	1,341	1,040(1)	292(1)	3,238	4,654
Bureau	12,040	97.6	11,750	6,006	3,878	1,638	23,535	25,597
Calhoun	1,930	93.8	1,810	398	334	101	2,055	3,103
Carroll	5,780	97.4	5,630	4,298	1,243	453	10,337	13,961
Cass	4,850	95.1	4,610	2,088	1,933	736	8,214	10,858
Champaign	21,040	98.1	20,650	12,982	11,194	4,504	46,430	82,995
Christian	11,650	96.1	11,190	4,826	6,329	3,344	14,719	28,699
Clark	5,730	94.6	5,420	2,643	1,402	469	7,329	10,083
Clay	5,530	94.9	5,250	2,205	1,929	641	6,935	12,410
Clinton	6,610	94.9	6,270	1,558	2,050	798	8,645	10,860
Coles	12,140	96.3	11,690	6,124	6,740	2,441	17,242	35,680
Cook	1,210,550	98.3	1,190,570	771,112	1,594,413	962,347	5,015,380	4,545,523
Crawford	6,550	95.0	6,220	4,088	2,581	1,098	9,658	13,186
Cumberland	3,460	95.7	3,310	943	893	271	2,905	3,878
De Kalb	10,870	98.3	10,680	6,918	7,707	3,685	29,932	38,782

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

### \$806,608,000 Spent Annually in 13 Counties Comprising the Primary Coverage of WLBK

*Potential of  
192,188 Radio Homes  
23,367 Farms*



*Offering:  
1,000 Families  
Circulation for  
12 cents*

WLBK is the Key to the Rich Agricultural and  
Industrial Market of Northern Illinois

# WLBK

DE KALB, ILLINOIS

1360 kc

500 watts

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
DeWitt	5,570	96.8	5,390	2,117	1,201	348	8,450	13,961
Douglas	5,490	96.9	5,320	2,599	1,546	517	11,174	12,410
Du Page	30,220	99.2	29,970	24,744	9,341	4,546	37,711	83,770
Edgar	7,980	96.0	7,660	3,134	3,050	1,150	14,938	17,840
Edwards	2,950	94.2	2,780	1,307	621	224	2,225	3,878
Efingham	6,160	95.3	5,870	3,278	2,735	913	9,517	17,065
Fayette	7,750	94.5	7,320	2,779	2,593	941	8,397	13,961
Ford	4,890	98.4	4,810	2,935	1,554	544	9,983	13,187
Franklin	16,690	93.8	15,660	3,682	10,340	6,619	10,431	31,026
Fulton	13,740	96.5	13,260	7,875	6,196	3,951	19,032	31,802
Gallatin	3,230	92.9	3,000	698	1,319(2)	510(2)	2,301	4,654
Greene	6,120	93.8	5,740	1,776	1,377	404	8,060	10,859
Grundy	5,670	98.1	5,560	2,831	2,710	1,381	13,751	16,289
Hamilton	3,330	92.5	3,080	892	684	212	2,261	5,429
Hancock	8,950	95.4	8,540	4,178	1,682	541	11,920	14,738
Hardin	2,050	92.7	1,900	219	----(1)	----(1)	2,439	3,102
Henderson	2,980	95.6	2,850	993	628	167	3,740	3,878
Henry	14,520	97.5	14,150	8,845	5,108	2,225	29,272	37,231
Iroquois	10,410	97.5	10,150	5,187	2,742	995	17,144	22,494
Jackson	10,730	93.4	10,020	3,340	5,428	2,010	12,055	24,821
Jasper	3,970	94.5	3,750	1,013	535	156	3,825	4,654
Jefferson	10,670	94.1	10,040	4,078	6,179	3,008	8,939	24,821
Jersey	4,060	92.4	3,750	1,120	1,366	495	6,334	8,532
Jo Daviess	6,430	96.1	6,180	3,307	1,717	661	11,241	13,961
Johnson	2,530	92.1	2,330	387	408	98	1,895	3,878
Kane	37,940	98.0	37,170	26,583	39,961(3)	21,748(3)	79,194	145,822
Kankakee	15,340	98.2	15,070	7,492	11,632	5,950	26,840	55,847
Kendall	3,550	98.0	3,480	1,858	1,009	455	3,936	6,205
Knox	16,660	97.0	16,160	9,381	9,739	4,270	33,451	48,866
Lake	33,380	98.7	32,950	24,335	28,387	15,050	52,382	128,758

(Continued on page 78)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# W K R S

*The Radio Voice of the Waukegan News-Sun*

106.7 Megacycles on the FM Band

## Lake County's ONLY Broadcasting Station

Our primary coverage area extends to Gary on the South and Milwaukee on the North. We'll reach a good share of over 924,000 homes and do it for less than \$80 a week for a half hour strip, less than \$40 a week for a 15 minute strip.

If you are wondering about FM and want to get good time in the Chicago area . . .

. . . here's a reasonable way to do it—

*Call or Write:*

P. O. Box 500 Waukegan, Ill.  
or Ontario 9000

ILLINOIS RADIO MARKET DATA BY COUNTIES

(Continued from page 77)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
La Salle	28,520	97.8	27,890	15,837	24,803	11,882	61,572	96,956
Lawrence	5,510	94.6	5,210	2,940	2,431	1,042	6,608	11,635
Lee	9,180	98.4	9,030	5,620	4,725	2,309	18,930	25,597
Livingston	10,060	97.7	9,830	6,552	3,499	1,262	24,021	27,924
Logan	7,820	97.2	7,600	4,103	3,120	1,070	18,315	22,494
McDonough	8,840	96.4	8,520	6,244	3,518	1,317	18,167	23,270
McHenry	11,470	98.6	11,310	7,968	7,034	3,361	24,041	39,558
McLean	22,840	97.9	22,350	13,901	14,413	5,781	51,158	71,359
Macon	26,430	97.8	25,840	13,560	21,690	10,982	52,214	90,751
Macoupin	15,600	95.0	14,820	4,656	5,935	2,926	16,533	25,597
Madison	44,730	96.6	43,230	21,452	46,734	24,028	82,610	131,085
Marion	13,500	93.9	12,680	5,907	7,410	2,919	21,141	40,333
Marshall	4,170	98.8	4,120	1,871	1,151	395	8,804	9,308
Mason	4,870	95.3	4,640	2,865	1,454	492	7,756	11,635
Massac	4,100	91.2	3,740	899	1,731	598	4,891	6,205
Menard	3,180	95.3	3,030	1,243	743	251	5,874	6,205
Mercer	5,690	96.8	5,510	3,559	1,059	344	7,315	10,083
Monroe	3,930	93.6	3,680	1,749	1,309	469	6,797	6,981
Montgomery	10,750	95.3	10,240	4,191	4,683	1,936	17,825	24,045
Morgan	9,900	95.8	9,480	4,454	4,217	1,669	17,910	28,699
Moultrie	4,070	95.1	3,870	1,519	1,377	488	5,281	8,532
Ogle	9,580	97.7	9,360	5,608	4,165	2,132	15,128	22,494
Peoria	46,320	97.6	45,200	29,873	62,627	32,650	110,732	185,380
Perry	7,410	93.4	6,920	2,452	3,521	1,960	7,012	13,961
Piatt	4,450	97.3	4,330	2,195	1,030	372	8,260	8,532
Pike	7,560	94.2	7,120	2,841	1,595	491	10,401	13,187
Pope	2,080	92.3	1,920	367	---	---	909	2,327

(Continued on page 80)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

SERVING GALESBURG AND WESTERN ILLINOIS

**WGIL**

Mutual  
GALESBURG, ILLINOIS

Here is one of the richest communities in the country—served only by WGIL.

Population . . . . . 247,866  
(including trading area)

Families . . . . . 70,688  
Radio Homes . . . . . 63,348  
Retail Sales . . . . . \$60,502,000  
(trading area 40 miles radius)

Industry . . . . . 50 diversified industries  
Education—Knox College, University of Illinois, six High Schools

Galesburg is the center of a large agricultural community with farms averaging 150 acres per farm. Galesburg is the largest division headquarters of the CB&Q Railroad, employing over 3,000 people, and on the main line of the Santa Fe.

AND. . . WGIL reaches most of the radio homes from "sign on" to "sign off."\*

	Morn- ing	After- noon	Evening	Total
WGIL . . . . .	38.2%	30.7%	29.5%	31.6%
2nd (Chg) . . . . .	15.7%	23.3%	24.5%	22.3%

\*Conlan Survey.

E. J. HUBER, General Manager  
Representative: MC GEEHAN & O'MARA, INC.

WE ARE IT AGAIN  
IN  
CHAMPAIGN-URBANA  
**W D W S**

- 1948 CONLAN SAYS 42% FOR WDWS
- CLOSEST RIVAL ONLY 17.4%
- MEET THE PEOPLE
- 58,880 IN CHAMPAIGN-URBANA 1948
- 19,000 MORE ATTEND UNIVERSITY OF ILL.
- 90,000 IN HOME COUNTY, CHAMPAIGN
- \$5,401 PER FAMILY INCOME CHAMPAIGN
- \$4,987 PER FAMILY INCOME URBANA
- \$4,702 PER FAMILY INCOME COUNTY
- \$120,000,000 SPENT IN RETAIL SALES AREA

REPRESENTED BY

ROBT. MEEKER AND ASSOCIATES

521 FIFTH AVE., N. Y. - 333 N. MICHIGAN, CHICAGO



# WMBD Now Delivers

## DOUBLE COVERAGE



### **NEW!** **20,000 Watt** **FM Facilities**

(The only Peoria FM Station)

Tremendous listenership bonus for advertisers beyond the new AM coverage **AT NO EXTRA COST.** New FM equipment and 20,000 watt power give WMBD listeners complete duplication of every AM broadcast.

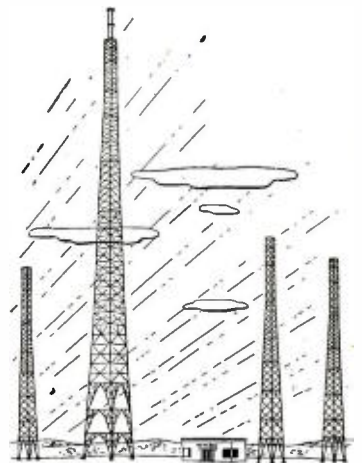
### **NEW!** **5000 Watt** **AM Facilities**

**TWICE** the nighttime coverage and **20%** greater daytime coverage . . . the result of WMBD'S new AM transmitting equipment and new transmitter location, plus increased power to 5000 watts at night.

*BUT . . . it takes more than technical facilities to maintain WMBD as the DOMINANT voice in the "Heart of Illinois." It takes the largest staff of experienced radio people in Central Illinois . . .*

- Four veteran newsmen devoting their efforts exclusively to editing and presenting world and local news . . .
- A full staff orchestra, plus 23 other program personalities presenting 14 hours of live talent entertainment every week . . .
- A total of 65 trained personnel working full-time to maintain the highest rating programs that have earned WMBD a larger share of the Peoria audience than all other Peoria stations combined. (See Hooper, Peoria, Illinois—Fall-Winter Report October 1947 through February 1948.)

*Call the Free & Peters representative for full information and facts about WMBD and the Peoriarea market.*



Sketch of WMBD's new transmitter and towers

**First in Peoriarea**  
-----  
**CBS AFFILIATE**

# WMBD

**Peoria, Illinois**  
-----  
**5000 WATTS**

ILLINOIS RADIO MARKET DATA BY COUNTIES

(Continued from page 78)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Pulaski	4,260	90.4	3,850	770	760	210	2,274	5,429
Putnam	1,680	96.4	1,620	710	181	62	2,218	2,327
Randolph	8,670	94.5	8,190	3,186	4,979	2,415	11,308	17,065
Richland	5,070	94.7	4,800	2,821	4,005	1,388	5,063	11,634
Rock Island	34,520	98.2	33,900	19,865	37,557	18,432	71,566	111,591
St. Clair	51,110	96.1	49,130	22,855	44,783	23,167	88,634	134,963
Saline	11,630	94.1	10,940	2,733	5,154	2,633	11,607	22,494
Sangamon	34,930	97.3	33,970	17,878	30,483	13,373	65,373	133,412
Schuyler	3,490	96.6	3,370	1,252	----(1)	----(1)	3,685	6,205
Scott	2,630	94.3	2,480	675	476	139	3,413	3,878
Shelby	7,960	95.6	7,610	4,386	2,297	786	8,784	12,410
Stark	2,840	97.2	2,760	1,716	535	189	5,311	5,429
Stephenson	12,760	97.6	12,450	8,997	7,367	3,381	26,185	38,007
Tazewell	17,940	97.8	17,540	7,587	8,186	3,541	25,279	45,763
Union	5,100	93.3	4,760	1,570	2,207	735	6,237	10,083
Vermilion	26,830	96.3	25,840	11,796	15,688	7,302	35,820	78,340
Wabash	3,950	95.2	3,760	2,205	2,945	1,497	5,670	10,859
Warren	6,980	96.8	6,760	4,364	2,740	1,074	14,818	18,616
Washington	4,920	93.3	4,590	2,615	1,220	484	7,166	6,981
Wayne	5,780	93.3	5,390	1,712	2,588	1,137	6,942	10,859
White	5,970	94.0	5,610	2,685	2,716	1,090	10,923	12,289
Whiteside	13,400	97.5	13,070	9,178	7,862	3,718	24,208	37,231
Will	31,580	98.2	30,950	18,577	24,287	13,358	44,641	106,264
Williamson	15,160	94.4	14,310	3,657	5,907	3,003	7,845	28,699
Winnebago	37,940	98.3	37,310	22,825	49,248	28,683	74,667	152,803
Woodford	5,800	97.8	5,670	3,627	3,626	1,954	11,264	13,961

(1) Includes Brown & Schuyler Counties. (2) Includes Gallatin & Hardin Counties. (3) Includes Johnson & Pope Counties.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

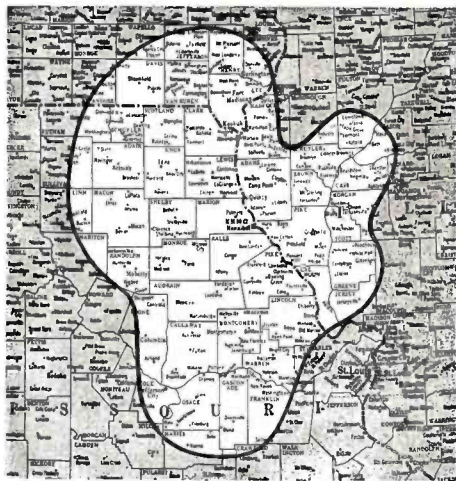
**KHMO** *Now on* **1070 KC**  
 Mutual Network  
 5000 WATTS  
1000 WATTS OF NITE

**OFFERS NATIONAL ADVERTISERS**



A 42 county market in Iowa, Illinois and Missouri with 239,960 radio homes with an annual retail sales of \$552,882,000.

KHMO is the only station in Hannibal . . . 120 miles from St. Louis . . . an "independent" area, sales-wise, which includes a 42 county primary. KHMO completely blankets Hannibal, Mo. and Quincy, Ill. day and nite. John Pearson Co. can give you the full details.



MUTUAL NETWORK

National Representatives  
 John E. Pearson Co.

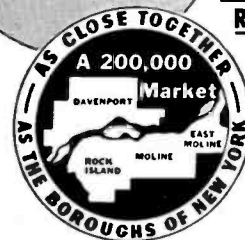
WAYNE W. CRIBB  
 General Manager

5000 Watts (d)  
 1000 Watts (n)

*Now . . .*  
**YOU CAN COVER THE QUAd-Cities LIKE AN ECLIPSE**

**WQUA**

**AT LOCAL STATION RATES**



WQUA is powered and programmed for the QUAd-Cities! Our interference-free day-and-night signal blankets this four-city metropolitan market with planned programming, of, by and for its more than 200,000 people. Spotting their intense local interest in sports (WQUA carried more than 200 play-by-play broadcasts in its first year!), news, special events and music against a background of Mutual programs, we have won unprecedented recognition.

"The QUAd-Cities' Station" REPRESENTED BY  
**WQUA** RADIO CENTER **T.H.S.**  
 MOLINE, ILL. RADIO SALES  
 FULL TIME • MUTUAL BRUFF W. OLIN, Pres., Gen. Mgr.

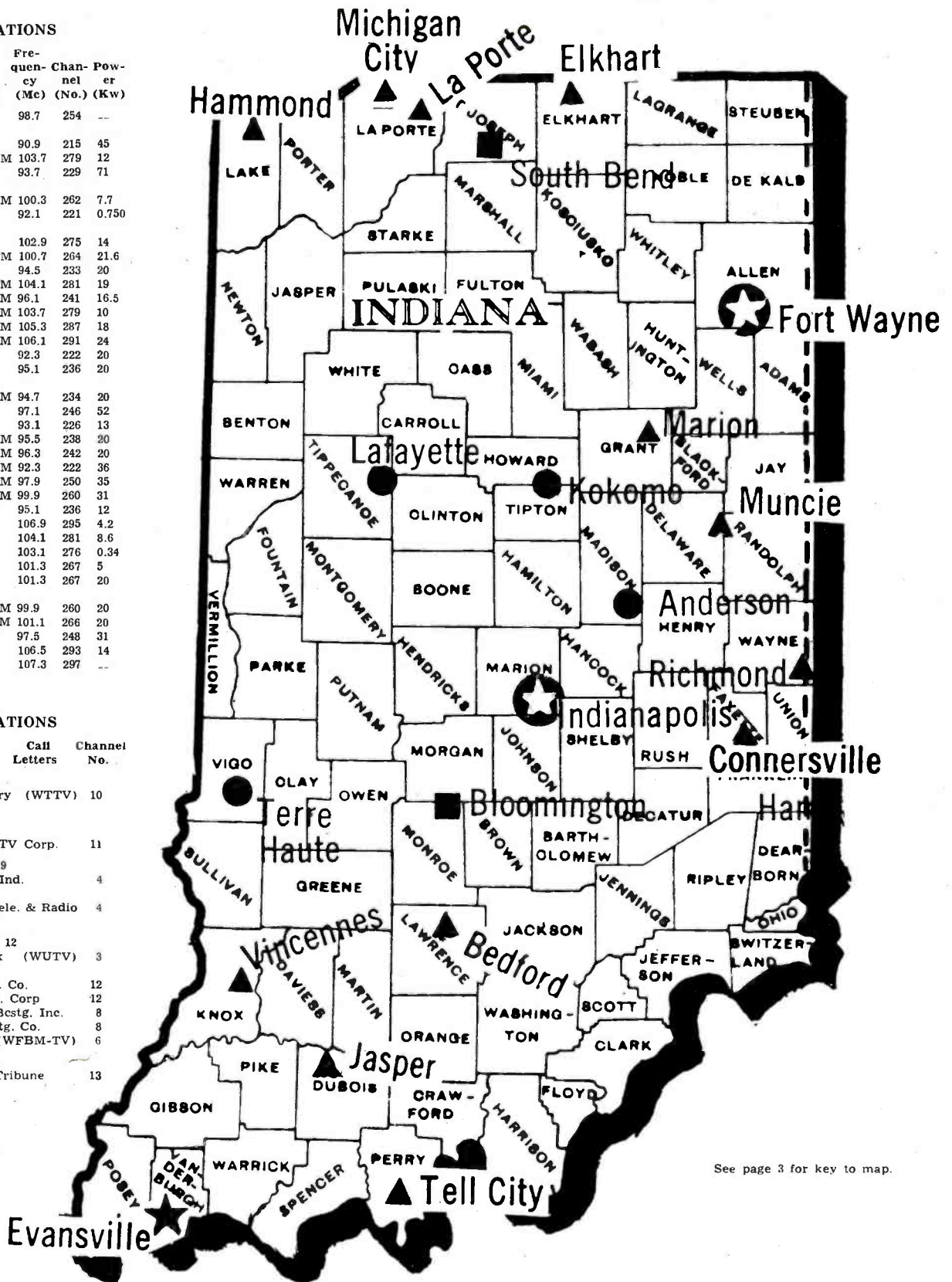


**FM STATIONS**

City	Call Letters	Freq- ency (Mc)	Chan- nel (No.)	Pow- er (Kw)
Anderson	WREA	98.7	254	---
Bloom- ington	WFIU	90.9	215	45
	WSUA-FM	103.7	279	12
	WCSI	93.7	229	71
Columbus	WCNB-FM	100.3	262	7.7
Corydon	WIOC	92.1	221	0.750
Crawfords- ville	WFMU	102.9	275	14
Elkhart	WTRC-FM	100.7	264	21.6
Evansville	WMLL	94.5	233	20
	WKY-FM	104.1	281	19
Ft. Wayne	WOWO-FM	96.1	241	16.5
	WFTW-FM	103.7	279	10
	WGL-FM	105.3	287	18
	WKJG-FM	106.1	291	24
Hammond	WJIZ	92.3	222	20
Goshen		95.1	236	20
Indian- apolis	WXLW-FM	94.7	234	20
	WMHC	97.1	246	52
	WVNA	93.1	226	13
	WIBC-FM	95.5	238	20
	WISH-FM	96.3	242	20
	WIRE-FM	92.3	222	36
	WFBM-FM	97.9	250	35
Kokomo	WKMO-FM	99.9	260	31
Lafayette	WFAM	95.1	236	12
Marion	WMRI	106.9	295	4.2
Muncie	WMUN	104.1	281	8.6
New Castle	WCTW	103.1	276	0.34
Shelbyville	WSRK	101.3	267	5
South Bend	WSBF	101.3	267	20
Terre Haute	WTHI-FM	99.9	260	20
	WBOW-FM	101.1	266	20
Wabash	WCUA	97.5	248	31
Wash'ng'n	WFML	106.5	293	14
Warsaw	WRSW	107.3	297	---

**TV STATIONS**

Status	City and Applicant	Call Letters	Channel No.
Bloomington 10	CP Salkes & Mary Tarzian (WTTV)	10	
Evansville 2, 11	A Trans-Amer. TV Corp.	11	
Fort Wayne 2, 4, 7, 9	A Northeastern Ind. Bcstg. Co.	4	
A Farnsworth Tele. & Radio Corp.		4	
Indianapolis 3, 6, 8, 12	CP Wm. H. Block (WUTV) Co.	3	
A-H Crosley Bcstg. Co.		12	
A-H Indiana Bcstg. Corp.		12	
A-H Indianapolis Bcstg. Inc.		8	
A-H Universal Bcstg. Co.		8	
CP WFBM Inc. (WFBM-TV)		6	
South Bend 13	A South Bend Tribune	13	



See page 3 for key to map.



# On the Ball

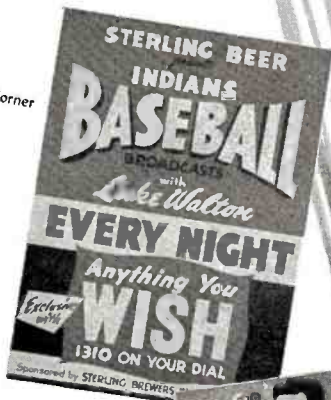
IN INDIANAPOLIS...

One thing makes one station **STAND OUT!**

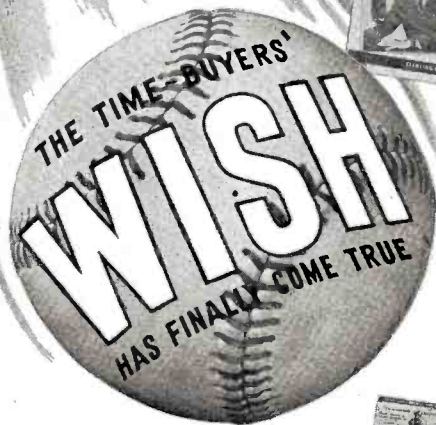
Your sales story in Indianapolis soon mushrooms out into many other media...all part of the "regular follow-through" that goes with every WISH program. For example—see the flood of extra publicity given to Sterling Brewers, Evansville, Indiana, in sponsoring the Indianapolis Baseball broadcasts. It shows the WISH idea of...

# Follow-through!

Street Corner Posters



Car Cards



Newspaper Advertising



Spot Announcements



Store Displays

Personal Calls

Baseball Program Ad



Newspaper Advertising



Newspaper Advertising

**WISH** Indianapolis  
 GEO. HIGGINS, GENERAL MANAGER  
 CAPITOL BROADCASTING COMPANY



# INDIANA RADIO MARKET DATA BY COUNTIES

(Continued from page 81)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Lake	91,900	97.8	89,920	37,588	112,792	61,546	107,369	331,482
La Porte	19,640	98.0	19,250	10,835	18,740	9,431	39,822	67,568
Lawrence	10,750	94.1	10,120	2,180	4,239	1,579	11,376	21,450
Madison	30,150	97.9	29,510	14,781	13,631	9,528	36,901	83,298
Marion	160,070	97.5	156,100	85,719	180,283	95,692	417,676	616,892
Marshall	8,640	96.6	8,350	4,221	3,155	1,396	15,080	20,020
Martin	2,390	92.5	2,210	492	1,019	377	2,095	5,720
Miami	9,510	97.2	9,050	4,913	4,289	1,818	14,433	24,310
Monroe	12,160	94.2	11,460	4,805	6,495	2,529	15,634	31,460
Montgomery	9,700	96.6	9,370	4,905	4,091	1,954	14,949	23,952
Morgan	6,770	94.2	6,380	2,338	1,815	726	5,756	14,657
Newton	3,480	96.6	3,360	1,850	938	332	4,860	8,222
Noble	7,660	96.9	7,420	2,752	2,899	1,236	8,178	17,160
Ohio	1,290	93.8	1,210	624	211	58	1,671	2,145
Orange	5,200	93.7	4,870	549	1,520	427	4,899	9,653
Owen	3,800	92.1	3,500	1,170	752	234	2,288	5,720
Parke	5,880	94.4	5,360	2,541	907	279	4,612	8,222
Perry	4,980	91.6	4,560	985	3,469	1,585	6,858	7,150
Pike	5,630	92.4	5,200	1,315	687	232	5,012	6,793
Porter	9,100	97.7	8,890	4,458	3,818	1,766	10,227	25,382
Posey	6,680	92.8	6,200	2,689	1,710	694	8,603	10,367
Pulaski	3,680	94.8	3,490	1,556	707	250	6,224	7,508
Putnam	6,780	95.9	6,500	2,793	1,375	460	8,903	10,011
Randolph	9,350	96.7	9,040	5,227	4,602	2,116	12,355	21,450
Ripley	5,550	93.5	5,190	3,145	1,932	833	9,776	10,010
Rush	6,370	96.4	6,140	3,316	1,878	828	10,032	12,870
St. Joseph	53,500	97.7	52,290	25,812	58,729	36,928	94,598	200,937
Scott	2,890	94.1	2,720	515	1,292	457	2,692	6,077
Shelby	9,480	95.8	9,060	3,649	3,909	1,610	11,209	20,020
Spencer	4,680	92.3	4,320	1,889	740	244	3,502	5,720
Starke	4,070	94.3	3,840	1,334	820	276	5,174	11,083
Steuben	4,910	96.3	4,730	2,019	1,074	395	5,879	10,367
Sullivan	8,900	94.2	8,380	3,449	1,375	488	6,062	11,440
Switzerland	2,530	93.6	2,180	1,110	167	41	2,551	2,503
Tiptecanoe	17,270	97.5	16,840	10,194	14,679	7,392	34,641	60,775
Tipton	5,360	97.2	5,210	2,505	1,971	803	7,766	10,010
Union	2,010	96.5	1,940	556	416	134	3,412	3,218
Vanderburgh	43,550	95.8	41,720	21,533	41,472	21,817	120,414	161,902
Vermillion	7,750	95.5	7,400	1,904	1,109	380	4,072	15,015
Vigo	36,700	95.3	34,990	14,854	26,582	13,004	57,648	99,028
Wabash	9,060	97.1	8,800	4,669	6,105	2,526	9,085	18,590
Warren	2,680	95.9	2,570	676	269	79	2,397	2,860
Warrick	5,970	93.3	5,570	2,183	1,521	783	7,325	8,938
Washington	4,930	92.5	4,560	1,259	1,259	439	6,124	6,793
Wayne	19,630	97.8	19,190	10,249	18,017	8,910	35,370	54,698
Wells	6,590	97.0	6,390	2,642	1,620	707	8,094	20,378
White	6,020	96.3	5,800	2,693	1,933	733	6,373	12,154
Whitley	5,780	96.9	5,600	3,493	2,073	865	8,191	12,512

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

A MUST  
in Terre Haute, Indiana

WTHI

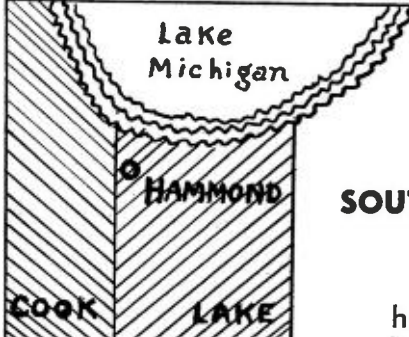
and

WTHI-FM

(Duplicate Programming)

1000 watts AM      A B C  
6 kc (E.R.P.) FM      Affiliate

Free & Peters, National Representatives



**LAKE**  
COUNTY  
and  
**SOUTHERN COOK**  
COUNTY

Where  
half-a-million  
live and work

in **THE WORLD'S GREATEST**  
**INDUSTRIAL REGION**

HAMMOND      EAST CHICAGO  
GARY      WHITING  
CHICAGO HEIGHTS      SOUTH CHICAGO

*Covered by the only Station  
that can give local service!*

WJOB

**HAMMOND**  
**INDIANA**

Rep. Jos. Hershøy McGillvra, Inc.



to . . .

# INDIANAPOLIS!



● This chapter of Broadcasting's "best seller" should make interesting reading to accounts and agencies with consumer items to radio-advertise.

Indianapolis is the center for retail and wholesale buying for all of central Indiana. Retail consumers in the "Indianapolis market" are about twice the urban population. *Almost half the population of Indiana* lives within the primary (and BMB) area consistently covered by WFBM.

In choosing a radio station to reach this market you'll want to double check these points: Popularity, coverage, acceptance, performance, promotion and merchandising.

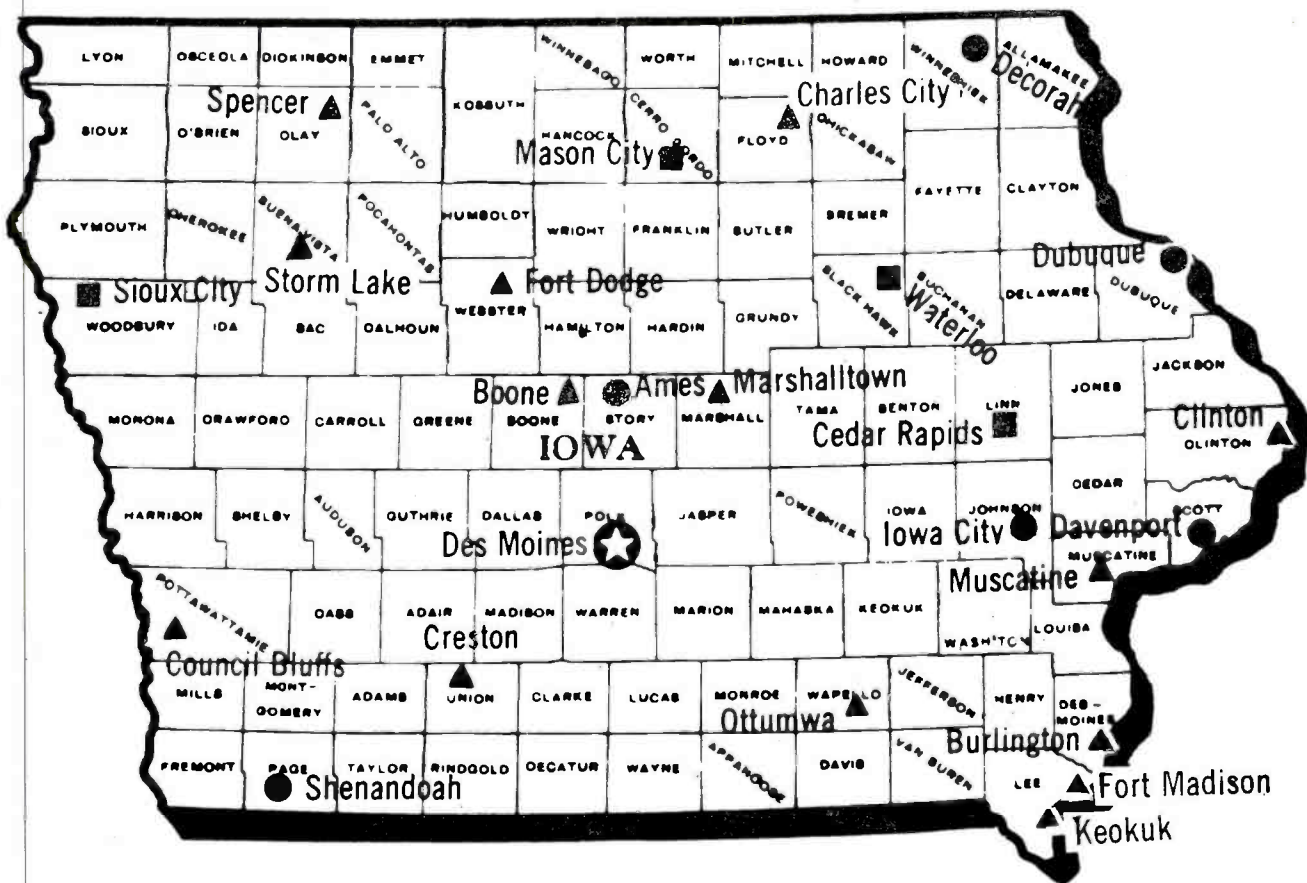
On all these points, conclusive evidence is on file to prove to you that "WFBM is first in Indiana—any way you look at it!"

*Alphabetically yours,*

# WFBM (CBS) AM, FM and TV

*Represented Nationally by The Katz Agency*

**Associated with: WFDF Flint — WOOD Grand Rapids — WEOA Evansville**



See page 3 for key to map.

IOWA

AM STATIONS

City	Frequency	Power	Net-work	City	Fre-quency	Power	Net-work
				Fort Dodge	KVFD 1400	250	MBS
Ames	*KASI 1430	1,000-D		Fort			
	**WOI 640	5,000-D		Madison	*KXGI 1360	500-D	
Boone	*KFGQ 1260	250-D		Iowa City	**WSUI 910	5,000	
Burlington	KBUR 1490	250	ABC		*KXIC 899	1,000-D	
Cedar Rapids	KCRG 1600	5,000	MBS	Keokuk	KOKX 1310	250-D	
	*KCRI 1450	250		Marshalltown	KFJB 1230	250	MBS
	WMT 600	5,000	CBS	Mason City	KGLO 1300	5,000	CBS
Charles City	*KCHA 1580	250-D			*KSMN 1010	1,000-D	
Clinton	KROS 1340	250	MBS		KICM 1490	250	MBS
Council Bluffs	KSWI 1560	500-D		Muscatine	KWPC 860	250-D	
Creston	KSIB 1520	1,000-D	KBS	Ottumwa	KBIZ 1240	250	MBS
Davenport	KSTT 750	250-D	MBS	Shenandoah	KFNF 920	1,000-LS	
	WOC 1420	5,000	NBC			500-N	
Decorah	KDEC 1240	250 SH	MBS			ST-KUSD	
	**KWLC 1240	250-D SH			KMA 960	5,000	ABC-MBS
Des Moines	KCBC 1390	1,000	MBS	Sioux City	*KCOM 620	1,000	
	KIOA 940	10,000-LS			KSCJ 1360	5,000	CBS
		5,000-N			KTRI 1470	5,000	MBS
	KRNT 1350	5,000	ABC	Spencer	KICD 1240	250	MBS
	KSO 1460	5,000	CBS	Storm Lake	KCOB 990	250-D	
	*KWIM 740	250-D		Waterloo	KAYX 1090	1,000-D	
	KWDM 1150	1,000			KWWL 1320	1,000-D	
Dubuque	WHO 1040	50,000	NBC		KXEL 1540	50,000	ABC
	KDTH 1370	1,000	MBS				
	WKBB 1490	250	ABC				

\* Construction Permit.  
\*\* Non-Commercial Station.

FM STATIONS

City	Call Letters	Fre-quency (Mc)	Chan-nel (No.)	Pow-er (Kw)
Ames	WOI-FM	91.3	217	8.3
Atlantic	KCON	106.5	293	--
Burlington	KBUR-FM	92.9	225	20
Cedar Rapids	KCRK	96.9	245	276
Clinton	KROS-FM	96.1	241	14
Council Bluffs	KFMX	96.1	241	370
Creston	KSIB-FM	107.3	297	9.4
Davenport	WOC-FM	103.7	279	47
Des Moines	KUMB	92.3	222	--
	KCBC-FM	94.1	231	260
	KSO-FM	97.3	247	240
	KIOA-FM	98.5	253	40
	WHO-FM	100.3	262	510
	KRNT-FM	104.5	283	160
Dubuque	WDBQ	103.3	277	15
	KDTH-FM	100.5	263	180
Fort Dodge	KFMY	102.7	274	7
Iowa City	KSUI	91.7	219	16.5
Keokuk	KOKX-FM	102.7	274	3
Mason City	KGLO-FM	101.1	266	260
Muscatine	KWPC-FM	99.7	259	9.1
Shenandoah	KFNF-FM	103.3	277	62
Sioux City	KSCJ-FM	94.9	235	280
Waterloo	KXEL-FM	105.7	289	540

TV STATIONS

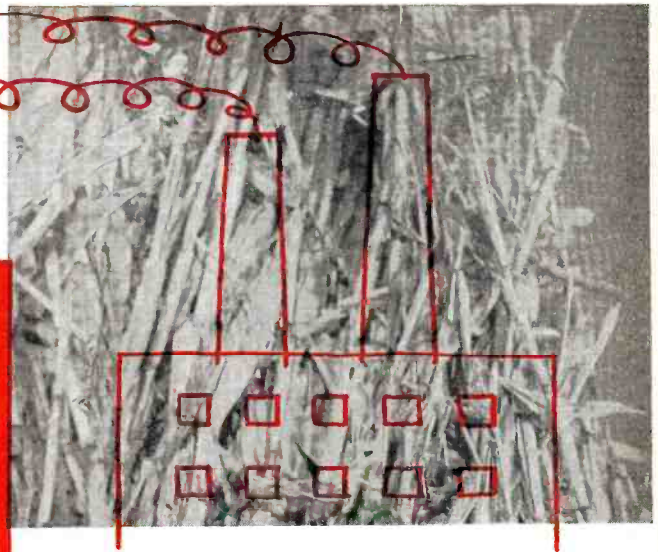
City and Status	Applicant	Call Letters	Channel No.
Ames 4			
CP Iowa State	(WOI-TV)		4
Cedar Rapids 7			
A Gazette Co.			7
Davenport 2, 4, 5, 9 (see also Mo-line-Rock Island, Ill.)			
CP Central Bcstg. (WOC-TV)			5
Co.			
A Davenport Bcstg. Co.			2
Des Moines 2, 5, 9, 12			
A-H Central Bcstg. Co.			12
A-H Cowles Bcstg. Co.			9
A-H Independent Bcstg. Co.			5
A-H Murphy Bcstg. Co.			2
A-H Tri-State Meredith Bcstg. Co.			2
Iowa City 11c			
A State U. of Iowa			11

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.



**WMT Gives You  
Balanced Coverage  
in Eastern Iowa—**

*land of the tall corn and the smokestacks*

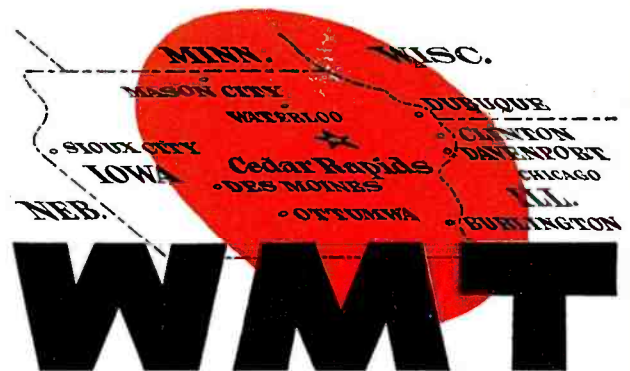


**I**OWA'S tremendous agricultural income (over 2 billion dollars last year) is widely known. What isn't so widely known is this: *Iowa's industrial income nearly equals her farm income.* From fountain pen manufacturing to honey processing, from buttons to black powder, Iowa's factories run up production records to add another two billion dollars to annual income.

When you want to tap a truly prosperous, well-balanced market, remember WMTland, where loyal listeners in town and country tune regularly to 600 kilocycles. Ask the Katz man for full details about WMT, Eastern Iowa's exclusive CBS outlet.

*It's not bragging —  
it's statistics:*

- Iowa's soil produces more wealth each year than all the gold mines in the world
- Iowa's literacy rating of 99.2% ranks first in the nation
- Iowa's per Capita wealth is the highest in the U. S. A.
- Iowa has 25% of the Grade A land in the U. S. A.
- WMT has greater population coverage within its 2.5 MV line than any other station in Iowa
- WMT's News Center serves WMTland with more than 40 correspondents throughout the state—plus UP, AP and INS news services
- WMT's Farm Department serves listeners with farm programs and special events that attract more than 40,000 visitors annually



**WMT**  
600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT  
Basic Columbia Network

### IOWA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Ames	Story	3 780	99.2	3 750	
Boone	Boone	3 710	97.6	3 620	
Burlington	Des Moines	8 200	96.5	7 910	Con
Cedar Rapids	Linn	19 300	97.9	18 890	Con
Clinton	Clinton	7 790	97.9	7 630	Con
Council Bluffs	Pottawattamie	12 200	96.6	11 780	
Creston	Union	2 590	96.1	2 490	Con
Davenport	Scott	19 970	97.9	19 550	Con - Hooper
Decorah	Winneshiak	1 650	97.0	1 600	Con
Des Moines	Polk	48 640	97.9	47 620	Con - Hooper
Dubuque	Dubuque	12 010	97.4	11 700	Con
Fort Dodge	Webster	6 760	97.3	6 580	Con
Fort Madison	Lee	3 830	97.1	3 720	
Iowa City	Johnson	5 400	98.0	5 290	
Keokuk	Lee	4 730	95.3	4 510	Con
Marshalltown	Marshall	5 810	97.6	5 670	Con
Mason City	Cerro Gordo	7 560	97.4	7 360	Con
Muscatine	Muscatine	5 910	96.4	5 700	Con
Newton	Jasper	3 140	97.5	3 060	
Oskaloosa	Mahaska	3 560	96.6	3 440	
Ottumwa	Wapello	9 670	97.0	9 380	Con
Shenandoah	Page	3 650	96.2	3 510	Con
Sioux City	Woodbury	23 850	97.0	23 130	Con
Spencer	Clay	2 050	99.0	2 030	Con
Waterloo	Black Hawk	15 280	98.3	15 020	Con

### MARKET INDICATORS FOR IOWA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	2,591,000	'47	2,538,268	'40
BMB Families -----	765,000	'48	682,200	'46
Per Cent Radio -----	97.1	'48	94.5	'46
Radio Families -----	742,500	'48	644,700	'46
Number of Business Concerns (1)	46,330	'46	47,833	'39
Domestic Urban Electric Consumers -----	543,000	'46	436,000	'39
Private & Commercial Passenger Auto Registrations -----	623,405	'46	671,858	'39
Business Telephones -----	135,000	'46	82,400	'39
Residential Telephones -----	545,400	'46	196,800	'39
Nonagricultural Employment (2)	449,000	'46	406,000	'39
Total Income Payments to Individuals -----	\$2,963,000,000	'47	1,185,000,000	'39
Per Capita Income Payments -- \$	1,144	'47	468	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 123,553,000	'46	17,133,000	'41
Bank Deposits -----	\$2,216,000,000	'46	673,000,000	'39
Drug Store Sales -----	\$ 72,445,000	'46	28,873,000	'39
Gross Postal Receipts (4) -----	\$ 18,020,000	'46	12,650,000	'39
Total Private Construction -----	\$ 120,000,000	'46	64,200,000	'39
Private Residential Building -- \$	37,700,000	'46	23,700,000	'39
Private Nonresidential Building \$	38,500,000	'46	12,700,000	'39
Farm Construction -----	\$ 25,300,000	'46	16,500,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

### IOWA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adair	4,240	96.7	4,100	2,397	704	223	1,842	8,523
Adams	3,120	97.1	3,030	1,837	428	122	4,324	5,687
Allamakee	4,740	95.6	4,530	2,657	912	292	8,134	12,488
Appanoose	7,540	94.6	7,130	3,184	2,014	746	8,134	15,132
Audubon	3,750	97.1	3,640	2,171	732	246	5,120	8,575
Benton	7,100	97.3	6,910	4,772	1,486	464	11,968	18,054
Black Hawk	24,000	98.1	23,550	16,166	25,938	12,382	33,046	107,622
Boone	8,610	97.6	8,400	5,173	2,399	919	12,094	24,159
Bremer	5,420	96.9	5,250	3,442	1,974	733	12,636	16,923
Buchanan	5,930	96.6	5,730	3,506	1,357	447	7,939	13,740
Buena Vista	6,200	98.4	6,100	3,840	2,009	694	14,109	20,471
Butler	5,540	96.9	5,370	3,129	945	294	8,631	12,245
Calhoun	5,690	97.9	5,570	2,733	1,467	707	9,406	14,697
Carroll	6,450	98.1	6,330	4,729	1,998	745	15,919	21,463
Cass	6,010	97.0	5,830	4,097	1,718	592	10,854	19,446
Cedar	5,430	96.9	5,260	3,519	907	289	9,639	14,122
Cerro Gords	12,630	97.5	12,310	7,086	8,796	3,954	21,355	53,811
Cherokee	5,270	97.9	5,160	2,972	1,439	521	12,085	15,967
Chickasaw	4,510	96.5	4,350	2,051	883	241	6,559	10,887
Clarke	3,220	95.3	3,070	1,805	528	139	2,579	6,140
Clay	5,470	98.4	5,380	3,279	1,973	798	10,875	21,584
Clayton	7,500	96.1	7,210	3,737	1,523	401	10,645	14,749
Clinton	13,600	97.6	13,280	8,763	9,790	4,507	24,663	43,709
Crawford	6,090	97.0	5,910	3,215	1,145	323	9,687	14,611
Dallas	8,080	97.4	7,870	5,140	2,404	970	11,977	20,419
Davis	3,470	93.9	3,260	2,269	553	152	2,036	5,426

(Continued on page 90)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



# KXEL

RENEWS ANOTHER **312** NEWSCASTS\* WITH

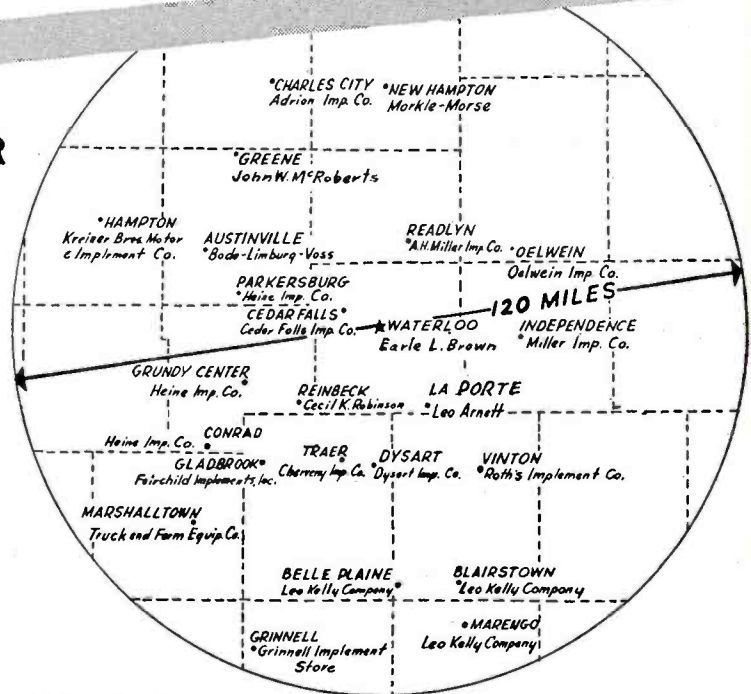
# 20 HI DEALERS

## These Smart INTERNATIONAL HARVESTER DEALERS Know That KXEL BLANKETS RICH NORTHEASTERN IOWA

International Harvester dealers know their communities . . . know their customers . . . know how to reach them with a selling message from Iowa's most powerful ABC outlet.

These 20 International Harvester dealers have found that **KXEL** advertising gives them a sales impact which cannot be achieved by any other medium. Nearly 600 Iowa Institutions using facilities of **KXEL** throughout the year have found that **KXEL** has the "know-how" to sell their merchandise.

\*Featuring **GRANT PRICE**  
12:15 p. m. to 12:30 p. m.  
Monday thru Saturday



50,000 WATTS

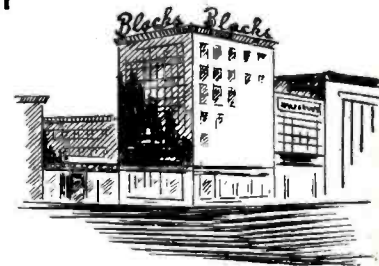
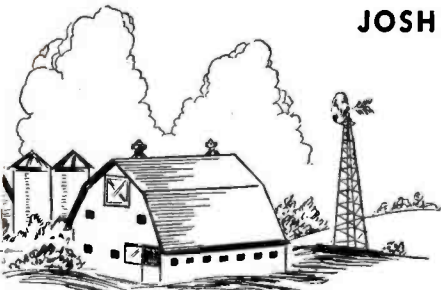
# KXEL

50,000 WATTS

JOSH HIGGINS BROADCASTING COMPANY  
WATERLOO, IOWA

Represented by  
AVERY-KNODEL, Inc.

COVERING THE GREAT  
"KXEL RURAL CITY"



# IOWA RADIO MARKET DATA BY COUNTIES

(Continued from page 88)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Decatur	4,270	94.8	4,050	1,788	823	264	3,040	8,018
Delaware	5,440	96.9	5,270	2,487	889	259	6,359	12,105
Des Moines	11,400	96.4	10,990	8,797	8,577	3,856	22,729	39,638
Dickinson	3,770	97.9	3,690	1,945	1,001	294	4,183	11,184
Dubuque	16,970	97.2	16,490	10,914	15,418	7,361	36,804	66,913
Emmet	3,950	96.7	3,820	2,396	1,487	570	7,179	13,845
Fayette	8,520	96.9	8,260	4,837	2,234	813	10,729	23,306
Floyd	6,110	97.5	5,960	3,531	3,353	1,232	10,173	16,785
Franklin	5,020	97.4	4,890	2,344	1,115	375	6,345	13,201
Fremont	4,410	96.6	4,260	2,197	599	187	5,391	7,009
Greene	5,140	97.7	5,020	3,241	1,138	362	9,212	12,436
Grundy	4,430	98.6	4,370	2,498	725	252	7,342	10,697
Guthrie	5,320	96.6	5,140	3,836	883	252	7,443	10,141
Hamilton	6,080	98.0	5,960	3,797	2,175	835	11,046	16,801
Hancock	4,470	98.0	4,380	2,472	784	248	7,146	11,513
Hardin	7,000	97.7	6,840	5,403	2,019	733	12,821	23,062
Harrison	6,620	95.0	6,290	3,489	1,192	372	8,408	13,967
Henry	5,360	96.1	5,150	3,816	1,227	392	8,672	10,819
Howard	4,040	95.8	3,870	2,373	693	196	6,229	9,235
Humboldt	4,180	97.8	4,090	2,233	861	301	6,467	10,279
Ida	3,470	98.0	3,400	1,994	712	241	5,865	8,783
Iowa	5,230	97.1	5,080	3,287	1,624	508	7,327	14,036
Jackson	5,630	96.1	5,410	3,491	1,165	351	8,758	15,462
Jasper	9,620	97.3	9,360	5,994	5,573	2,504	17,056	22,314
Jefferson	5,050	96.0	4,850	3,313	2,023	821	7,150	11,984
Johnson	10,070	96.8	9,750	6,985	4,046	1,429	16,966	36,264
Jones	5,630	96.6	5,440	3,045	1,427	463	12,657	14,176
Keokuk	6,220	96.6	6,010	4,101	898	280	10,671	13,253
Kossuth	7,310	97.4	7,120	4,111	1,680	578	11,841	21,307
Lee	12,150	95.7	11,630	7,780	9,993	4,852	26,448	33,167
Linn	28,320	97.5	27,610	20,423	28,328	14,040	65,678	113,471
Louisa	3,670	96.2	3,530	2,117	586	201	5,106	8,383
Lucas	4,440	96.2	4,270	2,476	845	263	4,277	9,931
Lyon	4,410	97.1	4,280	2,338	738	226	5,134	9,114
Madison	4,480	95.5	4,280	2,419	680	214	5,162	9,758
Mahaska	8,170	96.2	7,860	4,410	2,907	1,065	9,062	21,393
Marion	8,010	96.9	7,760	4,253	2,073	706	10,697	19,480
Marshall	10,560	97.8	10,330	7,562	6,450	2,994	18,206	35,742
Mills	3,750	96.0	3,600	2,042	927	354	5,633	8,870
Mitchell	4,220	96.4	4,070	2,484	993	312	7,280	10,697
Monona	5,190	95.2	4,940	2,173	1,098	333	7,324	11,862
Monroe	4,020	95.5	3,840	1,439	834	254	3,324	7,739
Montgomery	5,150	97.5	5,020	3,879	1,588	594	9,635	14,244
Muscatine	10,110	96.7	9,780	5,767	6,180	2,436	18,659	29,533
O'Brien	5,860	98.1	5,750	3,633	1,577	487	11,339	18,436
Osceola	3,130	97.4	3,050	1,614	692	236	4,957	8,435
Page	7,350	96.6	7,100	5,483	3,048	1,190	12,540	29,812
Palo Alto	4,540	97.4	4,420	2,576	966	298	8,253	12,871
Plymouth	6,780	97.1	6,580	3,730	1,524	519	11,595	16,731
Pocahontas	4,690	98.3	4,610	2,549	1,042	362	7,512	11,862
Polk	59,340	97.8	58,010	39,049	57,626	28,670	108,487	258,018
Pottawattamie	19,890	96.6	19,220	11,211	6,657	2,699	31,436	53,109
Poweshiek	5,890	97.6	5,750	4,123	1,552	557	8,993	15,497
Ringgold	3,670	95.6	3,510	2,007	385	104	2,869	5,130
Sac	5,420	97.8	5,300	3,524	1,253	391	11,609	14,297
Scott	25,930	97.8	25,350	17,663	22,083	10,809	63,711	108,132
Shelby	4,890	97.1	4,750	3,214	1,004	327	8,111	12,383
Sioux	7,570	96.7	7,320	4,725	1,683	582	11,998	17,288
Story	10,080	98.4	9,920	7,395	3,247	1,175	17,308	37,378
Tama	7,010	97.4	6,830	4,719	1,421	477	12,392	16,105
Taylor	4,630	95.9	4,440	3,534	564	156	3,246	6,939
Union	5,310	96.4	5,120	3,213	1,307	411	6,425	13,793
Van Buren	4,060	95.8	3,890	2,826	449	119	3,897	5,687
Wapello	13,450	96.6	12,990	9,115	10,674	4,893	18,758	39,795
Warren	5,480	95.8	5,250	3,226	605	207	8,186	10,279
Washington	6,110	96.4	5,890	4,810	1,738	604	12,257	17,984
Wayne	4,640	96.1	4,460	2,543	534	137	3,882	6,836
Webster	12,230	97.5	11,920	7,737	8,266	3,574	19,221	49,132
Winnebago	3,980	96.7	3,850	2,637	835	279	5,210	12,957
Winneshiek	6,350	96.5	6,130	3,504	1,509	482	8,944	15,548
Woodbury	30,200	96.8	29,230	16,926	26,768	12,436	54,089	119,555
Worth	3,320	97.3	3,230	1,919	408	122	3,596	7,043
Wright	6,210	98.1	6,090	3,704	1,459	504	8,955	16,019

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



## MORNING!...

<b>KRNT</b> ★46.9	Sta. A 6.6	Sta. B 1.6	Sta. C 19.7	Sta. D 4.1	Sta. E 20.0
HOOPER SHARE-OF-AUDIENCE					

## AFTERNOON!...

<b>KRNT</b> ★38.7	Sta. A 8.9	Sta. B 5.3	Sta. C 12.5	Sta. D 3.6	Sta. E 28.3
HOOPER SHARE-OF-AUDIENCE					

## NIGHT-TIME, TOO!...

<b>KRNT</b> ★27.9	Sta. A 5.7	Sta. B 19.4	Sta. C 14.9	Sta. D 5.4	Sta. E 25.8
HOOPER SHARE-OF-AUDIENCE					

**Saturday Daytime and Sunday Afternoon Domination Put KRNT Out Front 7 Days a Week!**

Use KRNT to Merchandise Your Product in a Territory That Has the Money to Buy it — Central Iowa. Polk County (Des Moines) Boasts the **SECOND HIGHEST EFFECTIVE BUYING INCOME PER FAMILY** in the entire United States!★★

KRNT ranks second to none in **EFFECTIVE SELLING POWER!** Our many accounts agree that resultful advertising is the cheapest! You will, too!

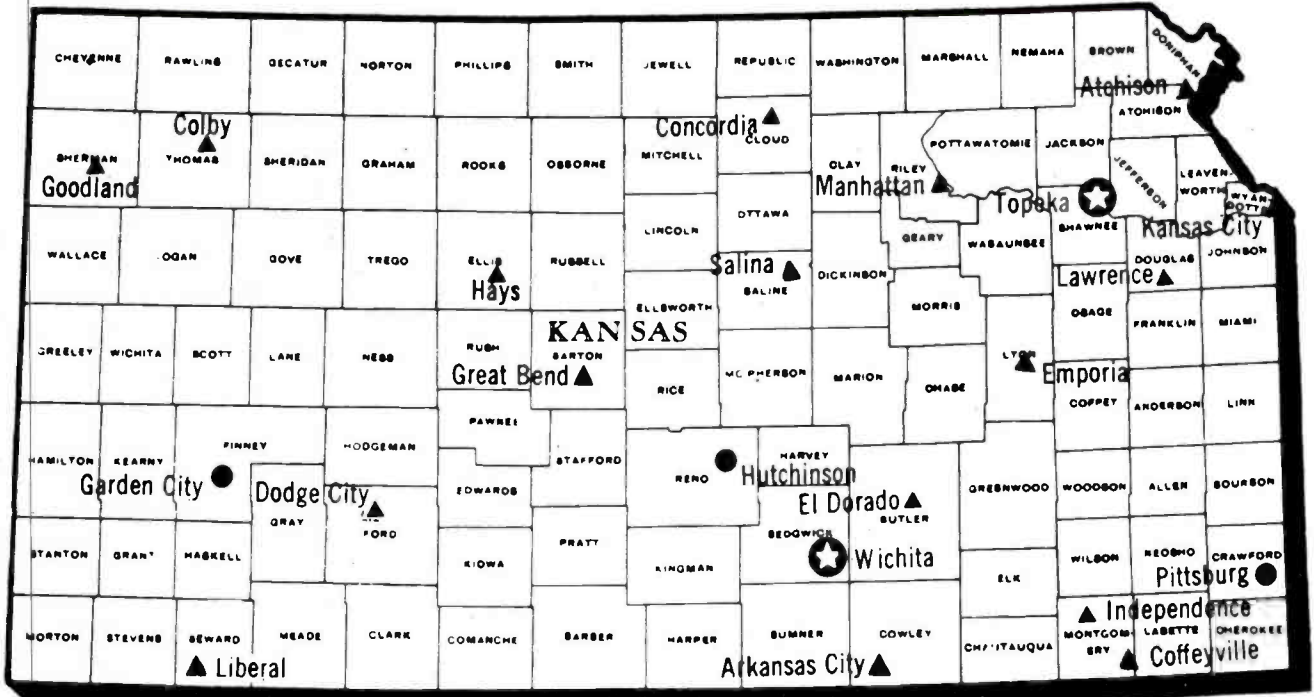
★ C. E. Hooper Share-of-Audience Report, June-July 1948, Des Moines—City, also shows KRNT leading the next highest-rated station by 10.2 points in total rated time periods.

★★ The figure is \$6,402, according to 1948 Sales Management Survey of Buying Power (copyrighted).



**ASK A KATZ MAN**

**That Very Highly Hooperated, Sales Results Premeditated, ABC Affiliated Station in Des Moines!**



See page 3 for key to map.

# K W B W

## KWBW-FM



- - The stations that reach the prosperous people in the Heart of the Bread Basket of America

- - Serving Central Kansas 13 years



NBC Affiliates

**HUTCHINSON, KANSAS**

101 East "A" • William Wyse, Owner

### KANSAS

#### AM STATIONS

City	Frequency	Power	Network
Arkansas City	KSOK 1280	1,000-D	
Atchison	KVAK 1450	250 MBS-KBS	
	CP-1470	CP-1,000	
Coffeyville	KGGF 690	1,000-LS	
		500-N	ABC
		CP-1,000	
Colby	KXXX 790	5,000-D	
Dodge City	KGNO 1370	1,000-LS	KBS
		250-N	
El Dorado	*KTMP 1360	1,000-D	
Emporia	KTSW 1400	250 MBS-KBS	
Garden City	*KGAR 1050	1,000-D	
	KIUL 1240	250 MBS-KBS	
Goodland	KWGB 730	1,000-D	
Great Bend	KVGB 1590	5,000	MBS
Hays	*KAYS 1400	250	
Hutchinson	KWBW 1450	250	NBC
	KWHK 1190	1,000-D	KBS
Independence	KIND 1010	250-D	KBS
Kansas City	KCKN 1340	250	
Lawrence	**KFKU 1250	5,000	
		ST-WREN	
Leavenworth	*KCLO 1410	500-D	
Liberal	*KSCB 1270	1,000-D	
Manhattan	**KSAC 580	5,000-LS	
		500-N	
		ST-WIBW	
Pittsburg	KOAM 860	10,000-LS	
		5,000-N	
	KSEK 1340	250	
Salina	KSAL 1150	1,000	MBS
		CP-5,000	

City	Frequency	Power	Network
Topeka	*KJAY 1440	5,000-LS	
		1,000-N	
	KTOP 1490	250	MBS
	WIBW 580	5,000	CBS
		ST-KSAC	
	WREN 1250	5,000	ABC
Wichita	KAKE 1240	250	ST-KFKU
	KANS 1480	5,000-LS	MBS
		1,000-N	NBC
	KFBI 1070	10,000-LS	ABC
		1,000-N	
	KFH 1330	5,000	CBS
	*KWBB 1420	500-D	

\* Construction Permit.  
\*\* Non-Commercial Station.

#### FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Garden City	KGAR-FM	99.3	257	--
Hutchinson	KIMV	105.7	289	40
Hutchinson	KWBW-FM	93.1	226	--
Kansas City	KCBS	105.9	290	43
	KCKN-FM	106.7	294	20
McPherson	KNEK	103.3	277	4.8
Topeka	KTOP-FM	99.5	258	--
	WREN-FM	94.1	231	20
	WIBW-FM	102.5	273	2.9
Wichita	KWBB-FM	97.9	250	48
	KFH-FM	100.3	262	180

#### TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
	Topeka 7, 11 (11, 13 prop.)		
A	Midland Bcstg. Co.		7
A	Topeka Bcstg. Assn.		11
	Wichita 2, 4, 5, 9		
A	Okkan Tele. Chain		4

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing; L indicates license granted.

## KANSAS RADIO MARKETS BY CITIES

City	County	1948 Total		1948 Radio		Surveys Available
		Families	Per Cent Radio	Families	Per Cent Radio	
Arkansas City	Cowley	4 380	96.1	4 210	Con	
Atchison	Atchison	4 170	96.2	4 010	Con	
Brown	Bourbon	5 540	95.3	5 280		
Chanute	Neosho	3 520	95.2	3 350		
Coffeyville	Montgomery	5 770	95.0	5 480	Con	
Colby	Thomas	860	96.5	830	Con	
Concordia	Cloud	2 080	95.7	1 990	Con	
Dodge City	Ford	2 740	95.6	2 620	Con	
El Dorado	Butler	3 290	96.0	3 160		
Emporia	Lyon	4 480	96.6	4 330	Con	
Fort Scott	Bourbon	3 730	92.5	3 450		
Garden City	Finney	2 030	93.6	1 900		
Great Bend	Barton	2 880	96.2	2 770	Con	
Hutchinson	Reno	9 840	96.0	9 450	Con	
Independence	Montgomery	3 950	93.9	3 710		
Kansas City	Wyandotte	38 390	96.5	37 050	Hooper	
Lawrence	Douglas	5 280	95.1	5 020		
Leavenworth	Leavenworth	6 470	95.5	6 180		
Manhattan	Riley	3 990	97.0	3 870		
Newton	Harvey	3 520	96.9	3 410		
Ottawa	Franklin	3 330	96.1	3 200		
Parsons	Labette	4 660	95.3	4 440		
Pittsburg	Crawford	6 350	96.2	6 110	Con	
Salina	Saline	6 820	97.4	6 640	Con	
Topeka	Shawnee	23 060	96.9	22 350	Con	
Wichita	Sedgwick	39 190	96.5	37 810	Con - Hooper	

## MARKET INDICATORS FOR KANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	1,925,000	'47	1,801,028	'40
BMB Families	571,800	'48	523,000	'46
Per Cent Radio	95.1	'48	90.6	'46
Radio Families	543,800	'48	474,500	'46
Number of Business Concerns (1)	34,230	'46	37,500	'39
Domestic Urban Electric Consumers	371,000	'46	309,000	'39
Private & Commercial Passenger Auto Registrations	502,228	'46	475,464†	'39
Business Telephones	110,100	'46	74,100	'39
Residential Telephones	362,200	'46	168,100	'39
Nonagricultural Employment (2)	338,000	'46	287,000	'39
Total Income Payments to Individuals	\$2,531,000,000	'47	692,000,000	'39
Per Capita Income Payments	\$ 1,315	'47	383	'39
Sales of U. S. Savings Bonds (Series E) (3)	\$ 75,793,000	'46	11,777,000	'41
Bank Deposits	\$1,530,000,000	'46	412,000,000	'39
Drug Store Sales	\$ 49,928,000	'46	20,998,000	'39
Gross Postal Receipts (4)	\$ 11,386,000	'46	7,545,000	'39
Total Private Construction	\$ 87,900,000	'46	36,700,000	'39
Private Residential Building	\$ 25,600,000	'46	11,000,000	'39
Private Nonresidential Building	\$ 29,900,000	'46	6,100,000	'39
Farm Construction	\$ 13,000,000	'46	6,800,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. †State, county and municipal vehicles included.

25TH ANNIVERSARY **KFH** WICHITA, KANSAS

• 5000 WATTS DAY AND NIGHT



**SPECIAL OFFERS** It is not happenstance that special-offer advertisers get outstanding results over KFH. All commercial messages on KFH receive full listener attention but it is the special-offers, capable of being checked against results, that give conclusive proof of KFH effectiveness. The reason? It is simply because the audience stays put at 1330 on the dial. KFH production policy does not drive them away with poor announcing or long, tiresome, local commercials on station breaks. Station produced programs are carefully screened to be sure they have entertainment value equal to CBS standards.



Time buyers are urged to ask for evidence — any Petry man can supply it.

TOP HOOPERATED OUTLET FOR YOUR ADVERTISING MESSAGE  
CBS IN WICHITA, KANSAS, 1330 Kc.

KFH IS THE RADIO VOICE  
OF THE WICHITA EAGLE

REPRESENTED NATIONALLY BY PETRY



## ACROSS THESE PAGES MARCH THE MOST BEAUTIFUL FIGURES IN THE WORLD

IN THE HIGH PLAINS AREA

Farm Income is Still Rising  
Are Your Sales Keeping Pace?

PERHAPS . . . . .

You Need a K Triple X Shot  
In Your High Plains Sale Arm.

THE ONLY . . . . .

One Purchase Medium for the  
Rich Wheat Producing Plains  
of Kansas, Nebraska, Colorado.

(plus portions of Oklahoma, Texas, New Mexico and Wyoming)

5000  
WATTS



790  
COLBY,  
KANSAS

*Your High Plains Station*

Represented by RURAL RADIO CO.

NEW YORK  
23 W. 45th St.

CHICAGO  
58 E. Washington Blvd.

HOLLYWOOD  
6912 Hollywood Blvd.

## KANSAS RADIO MARKET DATA BY COUNTIES

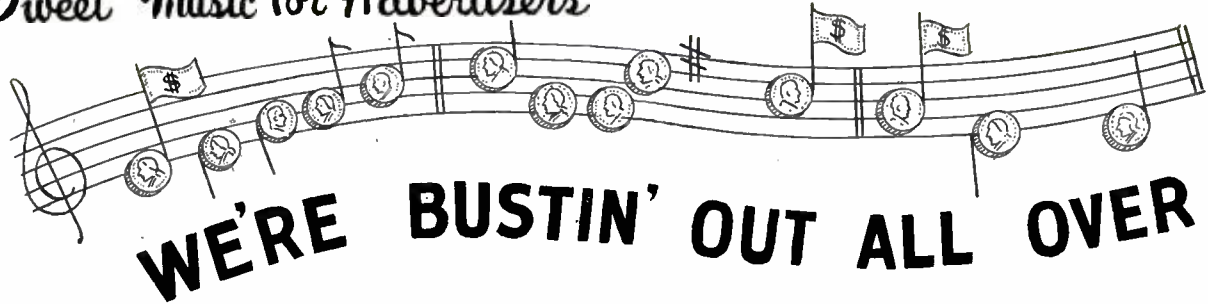
County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Allen	6,580	93.0	6,120	2,516	2,326	820	5,273	14,463
Anderson	3,680	91.8	3,380	1,421	878	269	3,423	7,314
Atchison	7,220	95.3	6,880	2,970	3,474	1,498	8,549	17,623
Barber	2,830	95.4	2,700	1,431	751	266	6,113	8,796
Barton	7,600	96.2	7,310	4,131	4,369	1,967	18,465	28,854
Bourbon	7,040	92.6	6,520	3,399	2,199	694	5,976	16,954
Brown	5,540	95.3	5,280	3,114	1,768	330	6,646	13,078
Butler	10,160	95.0	9,650	4,618	3,730	1,578	14,542	31,570
Chase	1,920	93.7	1,800	901	374	134	2,283	3,583
Chautauqua	2,770	92.4	2,560	1,011	540	158	2,870	6,286
Cherokee	10,040	92.1	9,250	2,747	4,195	2,010	10,693	15,978
Cheyenne	1,740	94.3	1,640	875	313	94	3,549	4,674
Clark	1,260	94.4	1,190	671	431	182	3,211	3,892
Clay	4,210	96.2	4,050	2,392	1,023	286	6,019	12,280
Cloud	5,350	95.1	5,090	3,113	1,997	644	8,199	15,343
Coffey	4,140	93.2	3,860	1,898	594	157	4,392	8,599
Comanche	1,360	95.6	1,300	677	247	77	2,657	3,621
Cowley	12,520	95.3	11,930	5,721	4,835	1,953	16,250	37,341
Crawford	15,750	94.4	14,870	6,498	6,364	2,862	14,839	41,923
Decatur	2,270	94.3	2,140	1,171	1,363	664	3,679	4,121
Dickinson	7,330	96.4	7,070	4,888	2,496	785	13,019	19,300
Doniphan	3,930	93.6	3,680	1,902	304	80	4,229	5,276
Douglas	8,740	95.2	8,320	5,459	5,650	2,674	12,971	33,777
Edwards	2,180	94.9	2,070	981	484	162	3,460	4,577
Elk	2,700	93.3	2,520	1,124	337	93	2,315	4,415
Ellis	4,350	94.7	4,120	1,714	1,520	565	7,420	14,659
Ellsworth	3,010	96.0	2,890	1,533	771	274	5,649	6,613
Finney	3,230	93.5	3,020	1,254	1,701	692	6,874	14,121
Ford	5,320	95.9	5,100	2,946	2,961	1,226	12,513	21,141
Franklin	6,890	94.5	6,510	3,690	2,374	814	10,013	17,493
Geary	3,920	96.7	3,790	3,409	1,698	618	7,223	12,314
Gove	1,160	92.2	1,070	486	173	46	2,077	2,411
Graham	1,810	91.7	1,660	457	229	56	2,340	2,508
Grant	520	92.3	480	200	634(1)	316(1)	1,171	1,352
Gray	1,340	94.8	1,270	643	215	76	3,063	2,607
Greeley	360	94.4	340	106	250(2)	88(2)	646	766
Greenwood	5,260	93.3	4,910	2,025	998	308	5,072	12,785
Hamilton	890	93.2	830	269	381(3)	131(3)	2,450	1,976
Harper	3,850	95.6	3,680	2,204	874	276	6,415	10,408
Harvey	6,840	96.2	6,580	4,141	2,340	903	8,795	20,718
Haskell	590	94.9	560	185	----(1)	----(1)	1,549	1,222
Hodgeman	1,090	94.5	1,030	446	102	27	1,561	1,320
Jackson	4,310	93.0	4,010	2,065	541	150	3,266	7,084
Jefferson	3,990	92.7	3,700	1,578	410	116	4,101	4,968
Jewell	4,010	93.5	3,750	2,131	528	126	4,044	5,538
Johnson	11,520	96.8	11,150	10,335	2,083	939	11,554	19,561
Kearney	760	96.0	730	251	----(3)	----(3)	1,328	1,287
Kingman	3,600	95.3	3,430	1,971	580	185	5,407	8,534
Kiowa	1,550	96.1	1,490	820	311	121	2,547	3,192
Labette	9,930	94.1	9,350	5,325	2,964	990	11,000	24,496
Lane	830	96.4	800	486	480(4)	180(4)	2,242	2,069
Leavenworth	10,390	95.2	9,890	4,777	3,507	1,363	16,823	24,271
Lincoln	2,540	95.3	2,420	1,551	377	101	4,488	4,121
Linn	3,990	91.0	3,630	2,263	485	146	3,507	6,385
Logan	1,130	93.8	1,060	426	357(5)	106(5)	1,975	2,573
Lyon	8,490	95.2	8,080	4,897	3,063	1,069	9,808	25,751
McPherson	7,270	95.9	6,970	4,886	3,216	1,303	13,786	21,206
Marion	5,840	95.2	5,560	4,081	1,109	331	6,781	13,112
Marshall	6,700	95.4	6,390	3,765	1,467	460	9,457	14,561
Meade	1,550	94.2	1,460	816	381	123	4,419	4,707
Miami	5,910	93.6	5,530	3,205	1,167	322	6,518	12,249
Mitchell	3,640	95.0	3,480	2,446	856	250	7,259	10,147
Montgomery	16,820	93.5	15,720	8,343	8,159	3,137	20,385	47,864
Morris	3,100	94.8	2,940	2,140	549	157	3,892	6,483
Morton	750	92.0	690	180	292(6)	94(6)	1,344	1,709
Namaha	4,980	95.0	4,730	2,580	876	263	6,836	9,251
Neosho	7,220	93.6	6,760	3,637	2,464	778	7,888	17,655
Ness	2,090	94.2	1,970	1,019	247	68	3,843	3,861
Norton	3,020	92.0	2,780	1,548	688	199	4,018	6,124
Osage	5,280	93.9	4,960	2,681	609	176	3,927	8,371
Osborne	3,170	95.3	3,020	1,914	646	187	6,154	6,449

(Continued on page 96)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



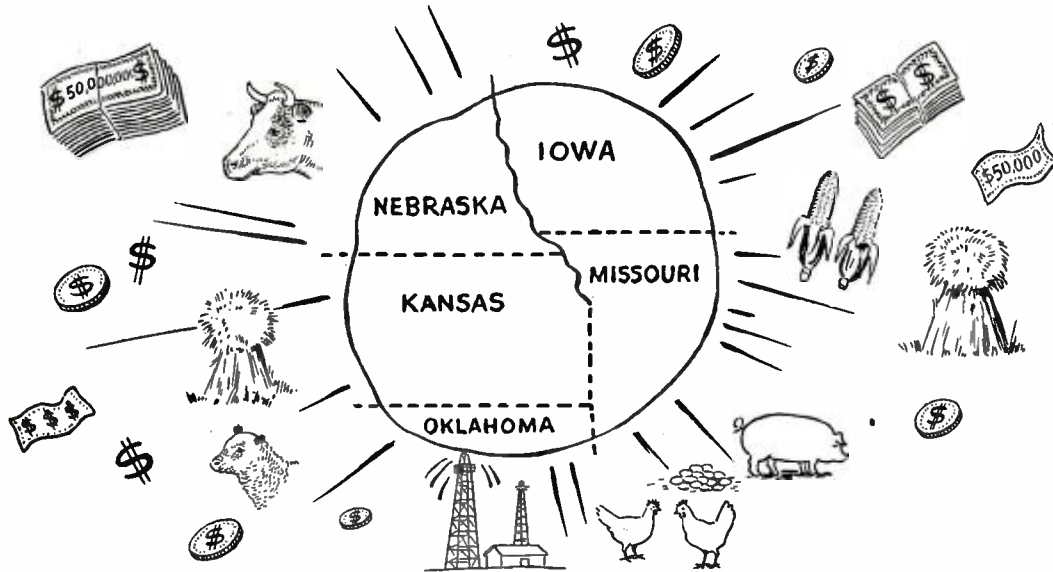
# Sweet Music for Advertisers



## WE'RE BUSTIN' OUT ALL OVER

The largest corn crop in history, plus the third largest wheat crop on record makes WIBW's audience America's Number One Buying Prospect. That's because this unprecedented 1948 income will be added to bank accounts already bursting with the proceeds of seven consecutive years of bumper crops.

No matter what you have to sell . . . capital goods or luxuries . . . these First Families of Agriculture are both able and anxious to buy. If you want smashing sales or distribution anywhere within the half-millivolt line shown below WIBW IS YOUR BEST BET.



## WIBW Guides the Spending of All this Wealth

The reason's simple. For over a quarter-century, WIBW has faithfully served the needs and interests of listeners on farms and in small towns — both of whom depend on agriculture for their livelihood. WIBW has become a necessary part of the daily life of two generations of listeners who look to us for news, market reports, farm service, and the kind of entertainment they most enjoy. We're one of them. We have their confidence. No wonder our buying recommendations are listened to so attentively . . . acted on so quickly.

Just ask any WIBW advertiser. Better still, let us PROVE it to your own sales satisfaction.

Serving the  
First Families of Agriculture

Rep.: CAPPER PUBLICATIONS, Inc.



CBS

BEN LUDY  
Gen. Mgr.  
WIBW-KCKN

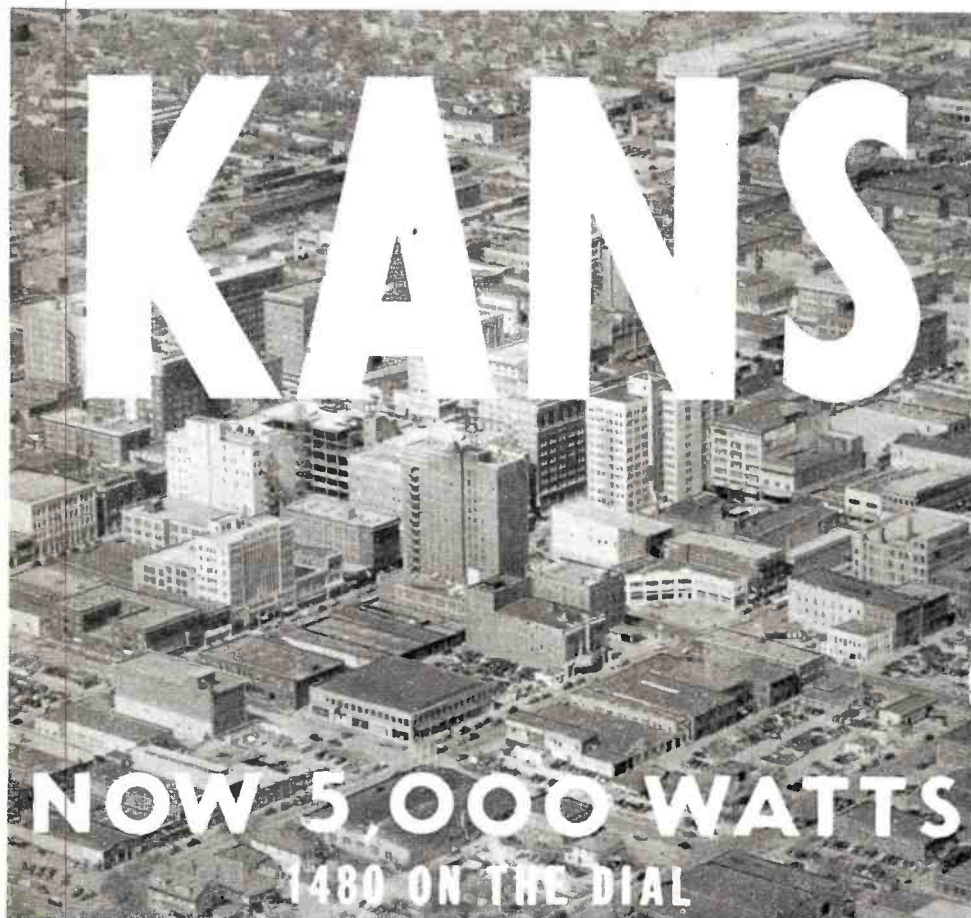
# KANSAS RADIO MARKET DATA BY COUNTIES

(Continued from page 94)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Ottawa	3,060	96.1	2,940	1,617	410	117	4,865	5,196
Pawnee	2,820	95.7	2,700	1,640	994	329	6,872	8,893
Phillips	3,360	93.9	3,150	1,775	701	250	4,478	6,792
Pottawatomie	4,270	94.6	4,040	2,426	552	166	5,163	9,577
Pratt	3,990	96.5	3,850	2,063	1,392	525	10,170	13,567
Rawlins	1,790	95.0	1,700	1,044	362	94	4,288	3,583
Reno	16,880	95.9	16,180	8,796	9,220	4,147	29,345	62,291
Republic	4,410	93.9	4,140	2,117	682	200	5,290	8,094
Rice	5,310	96.6	5,130	3,186	1,723	688	7,684	16,174
Riley	6,230	96.1	5,990	4,554	2,761	906	10,224	26,272
Rooks	2,660	94.4	2,510	1,479	518	141	4,100	5,375
Rush	2,480	94.7	2,350	1,181	559	186	5,695	4,969
Russell	3,810	95.3	3,630	2,157	1,462	601	9,226	11,760
Saline	9,230	97.1	8,960	5,308	7,422	2,966	18,231	39,038
Scott	1,200	95.8	1,150	435	----(4)	----(4)	2,452	3,387
Sedgwick	47,980	96.5	46,280	34,876	51,893	26,238	147,145	275,964
Seward	1,920	94.8	1,820	869	1,313	518	7,066	9,951
Shawnee	29,600	96.7	28,620	16,700	19,489	8,385	47,043	130,693
Sheridan	1,330	93.2	1,240	454	155	40	2,710	2,248
Sherman	1,950	92.8	1,810	925	639	202	4,419	6,449
Smith	3,540	93.2	3,300	1,921	560	140	4,090	5,505
Stafford	3,080	96.4	2,970	1,803	547	186	6,457	8,306
Stanton	510	92.2	470	94	----(6)	----(6)	936	1,189
Stevens	1,010	94.1	950	356	335	148	2,094	2,004
Sumner	8,480	95.6	8,110	4,708	1,841	292	11,864	19,333
Thomas	2,060	96.1	1,980	999	670	231	5,306	6,825
Trego	1,630	93.9	1,530	546	288	95	2,974	3,453
Wabaunsee	2,820	93.6	2,640	2,045	227	49	3,238	4,642
Wallace	750	93.3	700	240	----(5)	----(5)	932	1,254
Washington	4,880	94.1	4,590	2,968	646	190	5,752	7,963
Wichita	620	93.5	580	168	----(2)	----(2)	1,590	1,939
Wilson	5,650	93.8	5,300	2,534	2,014	901	5,782	10,895
Woodson	2,620	93.1	2,440	890	332	75	1,943	4,283
Wyandotte	46,200	96.5	44,580	20,442	30,123	15,846	64,871	137,991

(1) Includes Grant & Haskell Counties. (2) Includes Greeley & Wichita Counties. (3) Includes Hamilton & Kearney Counties. (4) Includes Lane & Scott Counties. (5) Includes Logan & Wallace Counties. (6) Includes Morton & Stanton Counties.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



## YOUR SELLING STATION IN WICHITA KANSAS

RESOURCES plus PEOPLE plus JOBS equal a genuine grass-roots economy built on a solid foundation of basic economic principles. Wichita, Kansas is the fortunate possessor of such an economy.

A vast empire of economic wealth has been built around three basic resources—agriculture, livestock, and oil—all as natural as mother nature herself.

During the first six months of 1948, 17,112,600 bushels of wheat flowed into the elevators at Wichita and 43,073,513 barrels of oil were produced in the state. More than a million head of livestock move in and out of Wichita's livestock market each year.

These are the reasons your advertising dollars buy more in Wichita market. And . . .

Your dollars buy more radio advertising on KANS, Kansas popular NBC Affiliate, in Wichita.

NOW 5,000 Watts 1480 on the dial

REPRESENTED BY  
TAYLOR-BORROFF & COMPANY, INC.



See page 3 for key to map.

**KENTUCKY**

AM STATIONS			
City	Freq- quency	Power	Net- work
Ashland	WCMI 1340	250	CBS
Bowling Green	WKCT 930	1,000-N	
	WLBJ 1340	250 MBS-KBS	
Campbells-ville	WTCO 1150	1,000-D	
Corbin	WCTT 1400	250 MBS-KBS	
Covington	WZIP 1050	250-D	
Danville	WHIR 1230	250	
Frankfort	WFKY 1490	250	MBS
Glasgow	WKAY 1490	250	
Harlan	WHLN 1230	250 MBS-KBS	
Hazard	WKIC 1340	250	MBS
Henderson	WSO 860	500-D	MBS
Hopkins-ville	WHOP 1230	250 CBS-KBS	
Lawson	*WMTC 730	1,000-D	
Lexington	WKLY 1560	1,000	
	WLAP 1450	250	ABC
	CP-630	CP-5,000-D	
		CP-1,000-N	
	WLEX 1340	250	
Louisville	WAVE 970	5,000	NBC
	WGRC 1400	250	MBS
	WHAS 840	50,000	CBS
	WINN 1240	250	ABC
	WKYW 900	1,000-D	
	*WLOU 1350	1,000-D	
	*WKLO 1080	5,000-LS	
Madisonville	WCIF 730	1,000-N	
Mayfield	WKTU 1050	1,000-D	
	WNGO 1320	1,000-D	
Maysville	WFTM 1240	250	
Middlesboro	*WMIK 560	500-D	
	CP-1490	CP-250	
Newport	*WNOP 740	1,000-D	
Owensboro	WOMI 1490	250 MBS-KBS	
	WVJS 1420	1,000	
Paducah	WKYB 800	1,000-D	MBS
	WPAD 1450	250	CBS
Pikeville	*WLSI 900	1,000-D	
Somerseset	WSFC 1240	250	
Versailles	WVLK 590	1,000	MBS

FM STATIONS				
City	Call Letters	Freq- quency (Mc)	Chan- nel (No.)	Power (Kw)
Ashland	WCMI-FM 93.7	229	4.4	
Bowling Green	WBON	101.1	266	8.4
Henderson	WSO-FM 99.5	258	20	
Hopkins-ville	WHOP-FM 98.7	254	9	
Lexington	WLAP-FM 94.5	233	4.6	
	WKLX-FM 92.9	225	20	
	WBKY	91.3	217	2.3
Louisville	WRXW	95.1	236	15
	WBOX	100.7	264	29.8
	WHAS-FM 99.7	259	24	
Owensboro	WOMI-FM 92.5	223	60	
	WVJS-FM 96.1	241	45	
Paducah	WPAD-FM 96.9	245	17	
	WKYC	93.3	227	32

TV STATIONS				
Status	City and Applicant	Call Letters	Channel No.	
	Louisville 5, 9, 13			
CP	WAVE Inc. (WAVE-TV)		5	
CP	WHAS Inc. (WHAS-TV)		9	
A	Mid-America Bcstg. Corp.		13	

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

**KENTUCKY RADIO MARKETS BY CITIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Ashland	Boyd	7 970	94.9	7 560	Con
Bowling Green	Warren	4 550	85.9	3 910	Con
Corbin	Whitley	2 100	91.0	1 910	Con
Covington	Kenton	19 290	97.7	18 850	
Danville	Boyle	2 120	92.9	1 970	Con
Frankfort	Franklin	3 260	92.0	3 000	Con
Glasgow	Barren	1 730	88.4	1 530	
Harlan	Harlan	1 380	87.0	1 200	
Hazard	Perry	1 830	91.3	1 670	
Henderson	Henderson	4 140	89.6	3 710	
Hopkinsville	Christian	3 730	83.4	3 110	Con
Lexington	Fayette	14 820	90.6	13 430	Con
Louisville	Jefferson	96 200	94.8	91 150	Con - Hooper
Madisonville	Hopkins	2 690	88.8	2 390	
Mayfield	Graves	2 730	89.4	2 440	
Middlesboro	Bell	3 040	84.5	2 570	
Newport	Campbell	9 680	97.1	9 400	
Owensboro	Daviess	8 930	92.7	8 280	Con
Paducah	McCracken	10 270	87.0	8 930	Con
Versailles	Woodford	810	92.6	750	
Winchester	Clark	2 850	88.8	2 530	

\* Construction Permit.

## MARKET INDICATORS FOR KENTUCKY

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.				
Population (1947 Estimates) ..	2,780,000	'47	2,845,627	'40	Per Capita Income Payments.. \$	850	'47	297 '39
BMB Families .....	715,600	'48	688,000	'46	Sales of U. S. Savings Bonds			
Per Cent Radio .....	88.8	'48	81.0	'46	(Series E) (3) .....	\$ 54,180,000	'46	11,010,000 '41
Radio Families .....	635,200	'48	557,000	'46	Bank Deposits .....	\$1,506,000,000	'46	487,000,000 '39
Number of Business Concerns (1)	32,016	'46	33,677	'39	Drug Stores Sales .....	\$ 55,842,000	'46	22,229,000 '39
Domestic Urban Electric Consumers .....	425,000	'46	276,000	'39	Gross Postal Receipts (4) .....	\$ 11,138,000	'46	7,073,000 '39
Private & Commercial Passenger Auto Registrations .....	386,067	'46	367,236	'39	Total Private Construction ...	\$ 75,100,000	'46	39,600,000 '39
Business Telephones .....	96,300	'46	52,800	'39	Private Residential Building ..	\$ 17,100,000	'46	19,300,000 '39
Residential Telephones .....	247,000	'46	105,700	'39	Private Nonresidential Building	\$ 34,200,000	'46	9,700,000 '39
Nonagricultural Employment (2)	419,000	'46	372,000	'39	Farm Construction .....	\$ 7,300,000	'46	4,600,000 '39
Total Income Payments to Individuals .....	\$2,364,000,000	'47	839,000,000	'39				

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

## KENTUCKY RADIO MARKET DATA BY COUNTIES

County	1948 Total		1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment		Taxable pay-rolls—Jan. to Mar. '46, in 1,000's		Bank Deposits Retail Sales	
	Families	Per Cent Radio			Mid-March 1946	Mar. '46, in 1,000's	1944, 1,000's	1947, 1,000's		
Adair .....	4,180	82.1	3,430	213	1,146(1)	392(1)	3,692	3,895		
Allen .....	3,380	83.4	2,820	688	896	257	2,943	5,298		
Anderson .....	2,150	91.2	1,960	468	1,222(2)	395(2)	4,245	4,092		
Ballard .....	2,680	88.4	2,370	854	118	28	2,088	2,763		
Barren .....	6,660	86.5	5,760	1,464	1,844	534	8,235	13,064		
Bath .....	3,010	87.0	2,620	249	321(3)	109(3)	3,014	2,717		
Bell .....	9,800	85.0	8,330	1,177	6,123	2,716	8,621	19,322		
Boone .....	3,180	92.8	2,950	1,175	1,687(4)	533(4)	4,441	3,457		
Bourbon .....	5,590	90.9	5,080	1,490	1,720	479	8,103	9,993		
Boyd .....	12,450	93.5	11,640	5,165	10,301	5,044	17,812	39,008		
Boyle .....	4,780	91.2	4,360	1,916	2,568	1,007	8,876	12,473		
Bracken .....	2,620	91.2	2,390	748	493	157	3,638	3,864		
Breahitt .....	4,600	75.2	3,460	132	283	84	1,796	2,717		
Breckinridge .....	4,460	85.2	3,800	647	481	129	2,958	4,392		
Bullitt .....	2,370	87.8	2,080	450	548(5)	211(5)	2,515	2,539		
Butler .....	2,800	80.7	2,260	206	520(6)	112(6)	1,416	2,098		
Caldwell .....	3,920	85.5	3,350	1,035	1,444	420	4,631	6,521		
Calloway .....	4,450	86.7	3,860	1,777	1,221	394	5,856	8,439		
Campbell .....	21,510	97.6	20,990	622	8,540	3,967	23,467	59,064		
Carlisle .....	1,820	88.5	1,610	636	2,234(7)	631(7)	1,313	2,250		
Carroll .....	2,440	89.8	2,190	522	----(4)	----(4)	3,297	6,038		

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# WINN LOUISVILLE WITH WINN

## Your ABC Station in Kentucky's First Market

**WINN gives you the mostest for the leastest  
and does the job bestest**

**HARRY McTIGUE,**  
*President & General Mgr.*

**TAYLOR-BORROFF & CO., INC.**  
*National Representatives*

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Carter	5,590	85.0	4,750	365	1,701	603	4,291	6,219
Casey	4,180	80.4	3,360	138	1,45	29	1,952	2,672
Christian	9,020	83.8	7,560	2,231	3,741	1,327	13,361	16,787
Clark	5,140	89.3	4,590	1,590	1,748	592	10,013	12,484
Clay	3,780	79.1	2,990	63	855	254	2,383	3,170
Clinton	2,000	81.5	1,630	15	690(8)	173(8)	1,296	2,022
Crittenden	2,980	88.9	2,650	549	815	311	2,610	4,211
Cumberland	2,450	81.6	2,000	78	---(8)	---(8)	2,121	2,476
Davess	13,730	91.0	12,500	4,548	8,571	4,356	22,574	41,534
Edmonson	2,180	82.6	1,800	187	---(6)	---(6)	1,128	1,947
Elliott	1,740	81.0	1,410	(A-1)	848(9)	276(9)	1,225	1,222
Estill	3,900	82.6	3,220	695	788(10)	210(10)	1,928	5,344
Fayette	22,430	92.4	20,720	10,890	21,112	8,128	51,401	114,021
Fleming	3,520	88.4	3,110	812	312(11)	106(11)	5,228	5,021
Floyd	12,300	86.6	10,650	450	6,965	4,033	6,147	15,171
Franklin	6,470	92.4	5,980	2,434	5,060	2,026	9,853	18,582
Fulton	3,840	88.0	3,380	1,552	---(7)	---(7)	4,928	11,367
Gallatin	1,150	87.8	1,010	191	---(4)	---(4)	1,225	1,797
Garrard	3,560	88.5	3,150	555	240	62	3,629	4,634
Grant	2,670	89.1	2,380	801	697(12)	204(12)	4,787	5,087
Graves	8,170	87.3	7,130	2,084	3,531	1,196	9,226	16,665
Grayson	3,820	81.9	3,130	869	419	131	4,092	4,815
Green	3,220	84.5	2,720	152	---(1)	---(1)	3,220	2,672
Greenup	5,510	89.1	4,910	857	622	225	2,487	5,797
Hancock	1,620	85.8	1,390	324	82	20	1,101	2,170
Hardin	6,180	87.5	5,410	2,073	1,953(13)	689(13)	9,901	16,137
Harlan	16,550	89.7	14,850	1,256	13,075	7,742	9,935	37,428
Harrison	4,650	90.5	4,210	1,317	899	314	7,371	10,890
Hart	4,110	84.2	3,460	480	648	169	4,721	4,815
Henderson	7,650	88.6	6,780	1,992	4,013	1,565	12,060	14,775
Henry	3,640	90.7	3,300	934	308	77	5,070	5,208
Hickman	2,120	87.3	1,850	772	---(7)	---(7)	2,174	2,944
Hopkins	10,720	87.8	9,410	2,308	6,120	3,136	10,777	19,745
Jackson	2,490	79.1	1,970	24	181	59	1,820	2,280
Jefferson	113,830	94.9	108,070	61,604	141,894	67,081	282,125	437,923
Jessamine	3,640	88.2	3,210	647	951	465	3,719	6,552
Johnson	5,370	85.1	4,570	414	2,017	998	5,029	9,872
Kenton	27,850	97.6	27,170	24,087	10,562	5,004	30,850	82,278
Knott	4,040	79.4	3,210	10	551	356	1,289	1,981
Knox	6,100	83.1	5,070	229	1,176	465	2,484	6,355
Larue	2,770	85.9	2,380	520	489	141	3,557	3,360
Laurel	5,820	82.8	4,820	470	781	244	3,970	5,893
Lawrence	4,020	82.8	3,330	189	296	95	2,303	3,170
Lee	2,180	82.1	1,790	56	457(14)	92(14)	1,431	2,250
Leslie	2,450	75.5	1,850	52	171	39	670	1,630
Letcher	8,740	86.4	7,550	536	5,932	3,448	3,625	11,639
Lewis	3,330	84.4	2,810	392	520	130	2,078	2,567
Lincoln	4,950	86.3	4,270	578	387	123	3,906	5,842
Livingston	2,100	86.2	1,810	231	181	89	2,074	1,827
Logan	5,330	85.2	4,540	1,121	2,054(15)	591(15)	5,588	9,359
Lyon	1,450	87.6	1,270	158	343	103	1,394	2,385
McCracken	13,870	87.7	12,170	4,690	8,538	3,422	12,699	45,798
McCreary	3,200	84.4	2,700	287	1,889	802	1,000	4,861

(Continued on page 100)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# "OH, IF YOU KNEW SUSIE (Ky)!",

like I know Susie (Ky.)!" . . . well, Sir, it's ten to one you wouldn't be interested. Still, if you think you might be, we'd be only too happy to give you her name, address and population.

Then you'd see why WAVE does its courting in the Louisville Trading Area. In this one richest Kentucky market alone, there are 232,310 radio families, representing a greater buying potential than all the rest of the population of the State combined.

If you would a'courting go, kind Sir, may we poetically suggest: "For sales that are doozie, forget about Susie." May we speak for you, John?

## LOUISVILLE'S WAVE

NBC AFFILIATE  
FREE & PETERS, INC.,



5000 WATTS . 970 KC  
NATIONAL REPRESENTATIVES

KENTUCKY RADIO MARKET DATA BY COUNTIES


(Continued from page 99)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
McLean	2,430	89.3	2,170	418	320	86	2,221	3,170
Madison	8,550	86.2	7,370	1,796	1,445	482	10,758	16,167
Magoffin	3,300	77.9	2,570	134	273	91	1,524	1,857
Marion	3,580	86.3	3,090	817	1,271	366	6,072	6,642
Marshall	4,260	87.8	3,740	831	505	225	4,041	4,771
Martin	2,480	79.0	1,960	(A-1)	218	47	683	1,207
Mason	5,590	90.3	5,050	1,582	3,456	1,383	11,411	13,601
Meade	1,940	88.1	1,710	413	---(13)	---(13)	1,363	2,627
Menifee	910	79.1	720	37	---(3)	---(3)	---	981
Mercer	4,210	89.3	3,760	1,301	962	316	4,601	7,352
Metcalf	2,490	82.7	2,060	(A-1)	---(1)	---(1)	1,588	1,464
Montroe	3,110	83.9	2,610	184	384	66	3,177	2,877
Montgomery	3,800	86.3	3,280	964	1,290	357	6,163	7,810
Morgan	2,860	79.4	2,270	406	---(9)	---(9)	2,047	2,385
Muhlenberg	9,020	86.0	7,760	1,290	3,931	1,998	6,614	14,597
Nelson	4,300	87.7	3,770	1,357	1,609	636	6,620	7,306
Nicholas	2,550	91.4	2,330	511	194	41	2,667	3,321
Ohio	5,370	94.0	5,050	1,135	877	317	4,809	5,993
Oldham	2,520	90.5	2,280	800	228	59	2,192	3,125
Owen	2,790	88.9	2,480	332	251	84	3,218	3,925
Owsley	1,600	78.1	1,250	119	---(14)	---(14)	654	1,071
Pendleton	2,920	90.4	2,640	103	---(12)	---(12)	3,158	4,105
Perry	10,330	86.4	8,930	235	8,436	4,576	5,877	23,035
Pike	15,660	84.7	13,270	471	8,937	5,032	11,691	23,214
Powell	2,010	80.1	1,610	55	---(10)	---(10)	776	846
Pulaski	8,860	84.2	7,460	301	1,757	473	10,084	12,529
Robertson	900	90.0	810	26	---(11)	---(11)	1,168	1,207
Rockcastle	3,520	79.8	2,810	87	271	64	1,684	3,167
Rowan	3,160	85.4	2,700	81	---(9)	---(9)	2,724	4,547
Russell	3,140	89.2	2,800	95	---(8)	---(8)	2,225	2,455
Scott	4,060	90.4	3,670	155	646	194	4,953	8,203
Shelby	5,280	90.2	4,760	201	1,490	414	7,064	10,476
Simpson	3,040	84.9	2,580	130	---(15)	---(15)	3,224	6,355
Spencer	1,640	89.0	1,460	49	---(5)	---(5)	1,083	1,938
Taylor	3,560	87.1	3,100	172	1,067	282	3,757	5,591
Todd	3,660	83.9	3,070	166	602	122	2,666	4,480
Trigg	2,190	83.1	1,820	106	265	59	2,214	3,049
Trimble	1,400	89.3	1,250	51	75	24	1,254	890
Union	4,180	89.7	3,750	218	1,175	454	6,758	7,849
Warren	10,080	85.5	8,620	401	5,290	2,082	12,022	22,447
Washington	3,020	88.7	2,680	107	---(2)	---(2)	4,907	5,178
Wayne	3,710	81.1	3,010	128	397	87	2,712	3,903
Webster	5,440	85.3	4,640	195	996	404	6,705	8,136
Whitley	7,920	83.1	6,580	265	1,971	619	9,223	14,507
Wolfe	1,560	78.2	1,220	72	---(14)	---(14)	616	1,117
Woodford	3,560	91.9	3,270	114	1,178	605	4,299	6,023

(1) Includes Adair, Green & Metcalfe Counties. (2) Includes Anderson & Washington Counties. (3) Includes Bath & Menifee Counties. (4) Includes Boone, Carroll & Gallatin Counties. (5) Includes Bullitt & Spencer Counties. (6) Includes Butler & Edmonson Counties. (7) Includes Carlisle, Fulton & Hickman Counties. (8) Includes Clinton, Cumberland & Russell Counties. (9) Includes Elliott, Morgan & Rowan Counties. (10) Includes Estill & Powell Counties. (11) Includes Fleming & Robertson Counties. (12) Includes Grant & Pendleton Counties. (13) Includes Hardin & Meade Counties. (14) Includes Lee, Owsley & Wolfe Counties. (15) Includes Logan & Simpson Counties. (A1) Served from adjoining County.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

FOR EVERY \$ IN LOUISVILLE  
 THERE ARE \$\$\$\$ IN THE REST OF KENTUCKIANA  
 REACH ALL \$\$\$\$\$ WITH



**WHAS**  
*Louisville, Kentucky*

Some folks may tell you all the wealth in Kentuckiana is concentrated in Louisville. Louisville is an important market, it's true—but in terms of effective buying income, Metropolitan Louisville represents *less than one-fifth* of the rich Kentuckiana market served by WHAS.

Effective Buying Income	}	METROPOLITAN LOUISVILLE . . . \$ 879,148,000
		WHAS KENTUCKIANA MARKET* . . . \$4,911,325,000

So, if you sell in *all five fifths* of this rich Kentuckiana market, call your Petry man and check availabilities on Kentuckiana's only 50,000 watt 1-A clear channel station . . . *and we do mean WHAS!*



**Reaching MORE for LESS**

Buying income reached per \$1 spent for radio time (based on 1-minute daytime announcement)	WHAS . . . \$130,968,666
	STATION B \$55,682,200

Ask Petry for PROOF

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES  
*The only radio station servicing and selling all of the rich Kentuckiana Market*

Victor A. Sholis, Director — J. Mac Wynn, Sales Director  
 REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

\*The Kentuckiana Market is that market within the WHAS .5mv/m contour—with the exception of the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Management Survey of Buying Power (Copr. 1948); further reproduction not licensed.

LOUISIANA



See page 3 for key to map.

AM STATIONS

City	Frequency	Power	Net-work	City	Fre-quency	Power	Net-work	City	Fre-quency	Power	Net-work					
				Lafayette	KVOL 1340	250	NBC	New								
Abbeville	KROF 960	1,000-D		Lake Charles	KLOU 1580	1,000	CBS	Orleans	*WADW 1230	250						
Alexandria	KALB 580	5,000-LS	ABC		KPLC 1490	250	NBC				KSLO 1230	250	MBS-KBS			
		1,000-N			CP-1470	CP-5,000-D			WDSU 1280	5,000	ABC	Ruston	KRUS 1490	250	MBS	
	KPDR 970	1,000-LS	MBS			CP-1,000-N			WJBW 1230	250		Shreveport	*KCIJ 980	5,000-D		
		500-N							WJMR 990	250-D				KENT 1550	1,000-LS	MBS
	KSYL 1400	250	NBC						*WMRY 600	500-D					500-N	
Bastrop	KTRY 730	250-D		Monroe	KMLB 1440	5,000-LS	ABC		WNOE 1450	250	MBS			KRMD 1340	250	ABC
Baton Rouge	*WAFB 1460	1,000-D	MBS			1,000-N			WSMB 1350	5,000	NBC			KTBS 710	10,000-LS	
	*WCLA 1220	250-D													5,000-N	
	WJBO 1150	5,000	NBC						WTPS 940	1,000-D						
	WLCS 1400	250	ABC						WWEZ 690	1,000-D						
Bogalusa	WIKC 1490	250	MBS	Natchi-	KWCJ 1450	250	MBS-KBS									
Crowley	KSIG 1450	250														
Hammond	WIHL 730	250-D	MBS-KBS													
			KBS													
Houma	KCIL 1490	250	MBS	New Iberia	KANE 1240	250	MBS		WWL 870	50,000	CBS					

\* Construction Permit.



*In* **NEW ORLEANS**

*Where Showmanship was Born . . .*

*it's*

**W D S U**

*Serving South Louisiana and the Gulf Coast*

●  
**W D S U**

*New Orleans' Most Interesting Station*

●  
**W D S U**

*American Broadcasting Co. Affiliate*

**AM 1280**

**5 KW**

**TV (cp) Channel 6**

**30.8 KW**

**FM (cp) 287**

**155 KW**

*(As of September 13, 1948)*



**Represented by JOHN BLAIR CO.**

**FM STATIONS**

City	Fre- quen- Chan- Pow- cy nel er			City	Call Letters	cy (Mc)	nel (No.)	er (Kw)	
	Call Letters	cy (Mc)	nel (No.)						
Alexan- dria	KALB-FM 96.9	245	5	New Orleans	WNOE	92.3	222	--	
	KDPR-FM 99.7	259	55		WTPS-FM 95.7	239	270		
Baton Rouge	WLSU 91.7	219	1.8		WRCM	97.1	246	61	
	WBRL 98.1	251	15		WWLH	100.3	262	190	
	WLCS-FM 101.1	266	3		WSMB-FM 102.7	274	158		
	WAFB-FM 104.3	282	3		WDSU-FM 105.3	287	200		
Lafayette	KVOL-FM 96.1	241	14		Shreve- port	WADW-FM 107.5	298	--	
Monroe	KMFM 104.1	281	10			KWKH-FM 94.5	233	43	
New Orleans	KNOE 103.3	277	--			KTBS-FM 96.5	243	47	
	WDSW 93.7	229	40		KRMD-FM 101.1	266	23		

**TV STATIONS**

City and Status	Applicant	Call Letters	Channel No.	City and	Call	Channel
				Status	Applicant	Letters
Baton Rouge 3, 5, 9	A	Baton Rouge Bcstg. Co.	9	Shreveport 2, 4, 6, 8, 11	A	Mid-South Tele. & Bcstg. Co.
New Orleans 2, 4, 6, 7, 10	CP	Maison Blanche (WRTV)	4	A	International Bcstg. Co.	8
A-H Loyola U.			10	A	Shreveport Tele. Co.	8
A-H New Orleans Tele. Co.			2	A	Fairfield Manor Tele. Co.	11
CP Stephens (WDSU-TV) 6			6	A	KTBS Inc.	4

**MARKET INDICATORS FOR LOUISIANA**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	2,544,000	'47	2,363,880	'40
BMB Families -----	671,100	'48	651,000	'46
Per Cent Radio -----	84.2	'48	73.4	'46
Radio Families -----	564,900	'48	478,000	'46
Number of Business Concerns (1)	30,063	'46	26,726	'39
Domestic Urban Electric Consumers -----	393,000	'46	249,000	'39
Private & Commercial Passenger Auto Registrations -----	328,057	'46	260,145	'39
Business Telephones -----	115,000	'46	71,500	'39
Residential Telephones -----	221,900	'46	111,600	'39
Nonagricultural Employment (2)	443,000	'46	378,000	'39
Total Income Payments to Individuals -----	\$2,270,000,000	'47	828,000,000	'39
Per Capita Income Payments --	\$ 892	'47	354	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 47,465,000	'46	11,668,000	'41
Bank Deposits -----	\$1,547,000,000	'46	551,000,000	'39
Drug Store Sales -----	\$ 55,151,000	'46	23,075,000	'39
Gross Postal Receipts (4) -----	\$ 11,714,000	'46	6,436,000	'39
Total Private Construction -----	\$ 66,700,000	'46	43,600,000	'39
Private Residential Building --	\$ 28,200,000	'46	\$24,300,000	'39
Private Nonresidential Building	\$ 22,400,000	'46	9,900,000	'39
Farm Construction -----	\$ 4,000,000	'46	3,200,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employees and public emergency employees. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † State, county & commercial vehicles included.

**LOUISIANA RADIO MARKETS BY CITIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Alexandria	Rapides	9 620	82.6	7 940	Con
Baton Rouge	E. Baton Rouge	12 060	88.8	10 710	Con
Bogalusa	Washington	5 320	83.6	4 450	
Crowley	Acadia	3 340	79.0	2 640	
Hammond	Tangipahoa	2 240	80.1	1 810	
Houma	Terrebonne	2 970	84.5	2 510	Con
Lafayette	Lafayette	6 530	82.1	5 360	Con
Lake Charles	Calcasieu	7 380	86.0	6 350	Con
Monroe	Ouachita	10 430	84.1	8 770	Con
Natchitoches	Natchitoches	2 540	78.3	1 890	Con
New Iberia	Iberia	4 740	81.6	3 870	Con
New Orleans	Orleans	175 780	88.3	155 170	Con - Hooper
Opelousas	St. Landry	2 970	83.5	2 480	
Ruston	Lincoln	2 540	82.3	2 090	Con
Shreveport	Caddo	35 550	87.8	31 200	Con - Hooper

**LOUISIANA RADIO MARKET DATA BY COUNTIES**

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Employment		Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
				Tel. Homes Jan. 1, 1945	Mid-March 1946			
Acadia	11,360	77.9	8,850	1,384	3,374	1,163	16,419	20,240
Allen	4,880	81.4	3,970	651	1,769	645	2,272	5,347
Ascension	5,270	80.8	4,260	437	1,263	389	3,275	8,055
Assumption	4,240	80.2	3,400	249	1,021	349	3,013	6,620
Avoyelles	10,150	80.1	8,130	768	1,719	515	7,432	11,874
Beauregard	4,300	79.1	3,400	667	1,456	496	4,870	5,740
Bienville	4,570	82.7	3,780	574	1,079	292	3,562	7,270
Bossier	6,950	84.2	5,850	128	1,911	715	5,108	12,036
Caddo	48,620	87.2	42,390	19,225	36,849	16,666	110,272	157,512
Calcasieu	18,670	86.1	16,080	4,999	13,961	7,051	30,994	55,645
Caldwell	3,060	84.6	2,590	358	1,126	375	2,463	3,710
Cameron	1,930	84.5	1,630	44	96	27	---	1,380
Catahoula	3,470	78.7	2,730	108	325	111	1,451	3,141
Claiborne	5,690	80.8	4,600	1,116	1,694	610	7,148	9,992
Concordia	3,670	75.2	2,760	351	782	219	2,255	4,995
De Soto	6,250	79.4	4,960	755	2,060	772	4,501	9,896

(Continued on page 106)

Source: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

Coming Soon:

*A New More Powerful Voice for*

# WNOE

NEW ORLEANS

The James A. Noe Station

# 50,000 WATTS\*

5,000 watts night

## ON 1060 KC

\*(Now underway, by authority of the Federal Communications Commission)

ALSO OPERATORS OF

## KNOE

The NBC Affiliate in Monroe, La.

JAMES E. GORDON,  
Vice President & General Manager

WNOE  
MUTUAL

Burke, Kulpers & Mahoney Inc., National Representatives

New York ★ Chicago ★ Atlanta ★ Oklahoma City ★ Dallas ★ Los Angeles ★ San Francisco

LOUISIANA RADIO MARKET DATA BY COUNTIES

(Continued from page 104)

County	1948 Total	Per Cent	1948 Radio	Tel. Homes	Employment	Taxable pay-	Bank Deposits	Retail Sales
	Families	Radio	Families	Jan. 1, 1945	Mid-March 1946	rolls—Jan. to Mar. '46, in 1,000's	1944, 1,000's	1947, 1,000's
East Baton Rouge	29,930	89.8	26,880	13,187	21,907	9,943	43,341	113,982
East Carrol	4,060	74.1	3,010	269	582	164	2,337	5,822
East Feliciana	3,360	76.8	2,590	339	576	150	2,105	2,966
Evangeline	7,830	75.6	5,920	302	1,195	414	4,078	7,230
Franklin	6,660	79.0	5,260	377	1,005	287	5,224	8,705
Grant	5,200	81.9	4,260	168	947	263	1,489	4,590
Iberia	10,480	81.6	8,550	1,978	5,250	1,909	14,255	20,213
Iberville	6,940	80.4	5,580	923	1,991	656	6,793	10,153
Jackson	4,800	85.4	4,100	517	2,721	1,039	3,107	8,232
Jefferson	16,950	91.0	15,420	273	9,519	3,757	6,500	29,618
Jefferson Davis	6,850	81.2	5,560	1,321	1,882	602	7,395	12,699
Lafayette	12,030	79.8	9,600	2,622	5,268	1,934	13,658	23,893
Lafourche	10,270	81.4	8,360	1,149	4,044	1,161	12,036	20,484
La Salle	3,180	84.9	2,700	419	1,672	674	2,696	5,659
Lincoln	5,330	82.2	4,380	1,169	2,902	808	6,755	9,952
Livingston	4,000	82.5	3,300	129	795	251	922	4,360
Madison	4,700	74.7	3,510	384	1,829	629	3,703	7,446
Morehouse	7,020	78.6	5,520	883	3,669	1,538	4,612	10,303
Natchitoches	7,400	79.1	5,850	906	2,034	599	7,335	12,252
Orleans	175,780	88.3	155,170	81,825	151,182	67,078	364,156	519,410
Ouachita	18,970	85.8	16,270	5,962	12,379	5,096	26,810	54,953
Plaquemines	3,370	86.1	2,900	137	1,367	551	---	2,599
Pointe Coupee	5,600	79.1	4,430	243	666	188	3,711	7,446
Rapides	21,560	82.7	17,830	5,880	11,501	4,075	38,846	51,008
Red River	2,920	80.1	2,340	152	235	65	1,553	3,764
Richland	6,480	81.3	5,270	499	1,056	331	4,205	8,326
Sabine	5,880	81.3	4,780	587	1,730	553	4,224	7,094
St. Bernard	2,310	89.2	2,060	(A-1)	1,985	794	3,275	1,923
St. Charles	3,620	85.9	3,110	180	1,584	926	1,514	4,278
St. Helena	1,920	78.1	1,500	27	119	28	654	907
St. James	3,840	81.5	3,130	172	1,413	516	2,593	4,617
St. John the Baptist	4,390	83.6	3,670	148	1,252	467	1,395	4,725
St. Landry	16,830	77.8	13,090	1,707	4,242	1,484	17,488	28,421
St. Martin	5,740	77.7	4,460	459	988	279	3,346	7,379
St. Mary	8,710	82.0	7,140	1,194	4,309	1,405	10,004	13,795
St. Tammany	7,730	84.2	6,510	1,202	2,144	765	3,608	10,153
Tangipahoa	11,590	81.3	9,420	1,574	4,464	1,302	6,542	21,404
Tensas	3,470	77.8	2,700	263	416	146	2,435	3,994
Terrebonne	8,750	82.5	7,220	1,806	4,789	1,336	7,751	21,946
Union	4,150	84.3	3,500	468	1,046	360	3,330	5,347
Vermilion	10,140	79.0	8,010	1,038	2,184	746	12,104	13,349
Vernon	5,820	81.1	4,720	669	1,025	338	5,096	6,227
Washington	9,910	82.5	8,180	1,662	5,008	2,259	6,668	16,828
Webster	8,340	84.2	7,020	1,532	4,785	1,815	7,527	15,366
West Baton Rouge	2,630	82.9	2,180	(A-1)	390	140	1,298	3,982
West Carroll	4,020	83.6	3,360	161	410	101	1,531	6,825
West Feliciana	2,050	77.1	1,580	234	501	209	701	1,896
Winn	4,510	80.3	3,620	479	1,195	382	1,345	5,822

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payroll, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management."

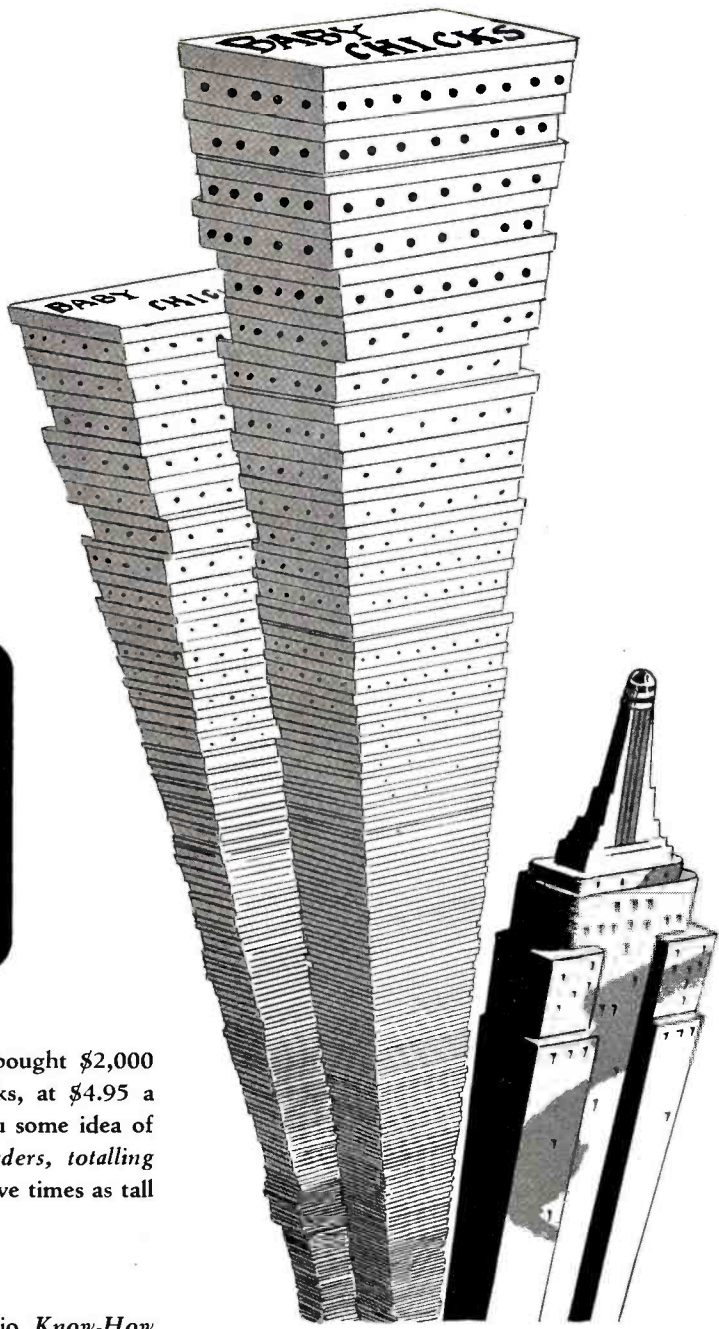
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**IT'S EASY,  
IF YOU  
KNOW HOW!**

LAST Spring the B & W Sales Company bought \$2,000 worth of time on KWKH to sell baby chicks, at \$4.95 a carton. The illustration at the right gives you some idea of the campaign's amazing success—13,131 orders, totalling over \$64,000! They'd literally make a stack five times as tall as the Empire State Building!

*Time costs were just a little over 3%!*

KWKH gets results because we have a radio *Know-How* based upon 23 years of broadcasting in this section of the South. Whether you sell chicks, chocolates or cheese, we'd welcome the opportunity to tell you how our Know-How can work for you.



**KW KH**

**SHREVEPORT** **Texas**  
**LOUISIANA**  
**Arkansas**  
**Mississippi**

The Branham Company  
Representatives

**50,000 Watts . CBS .**

Henry Clay, General Manager

MAINE

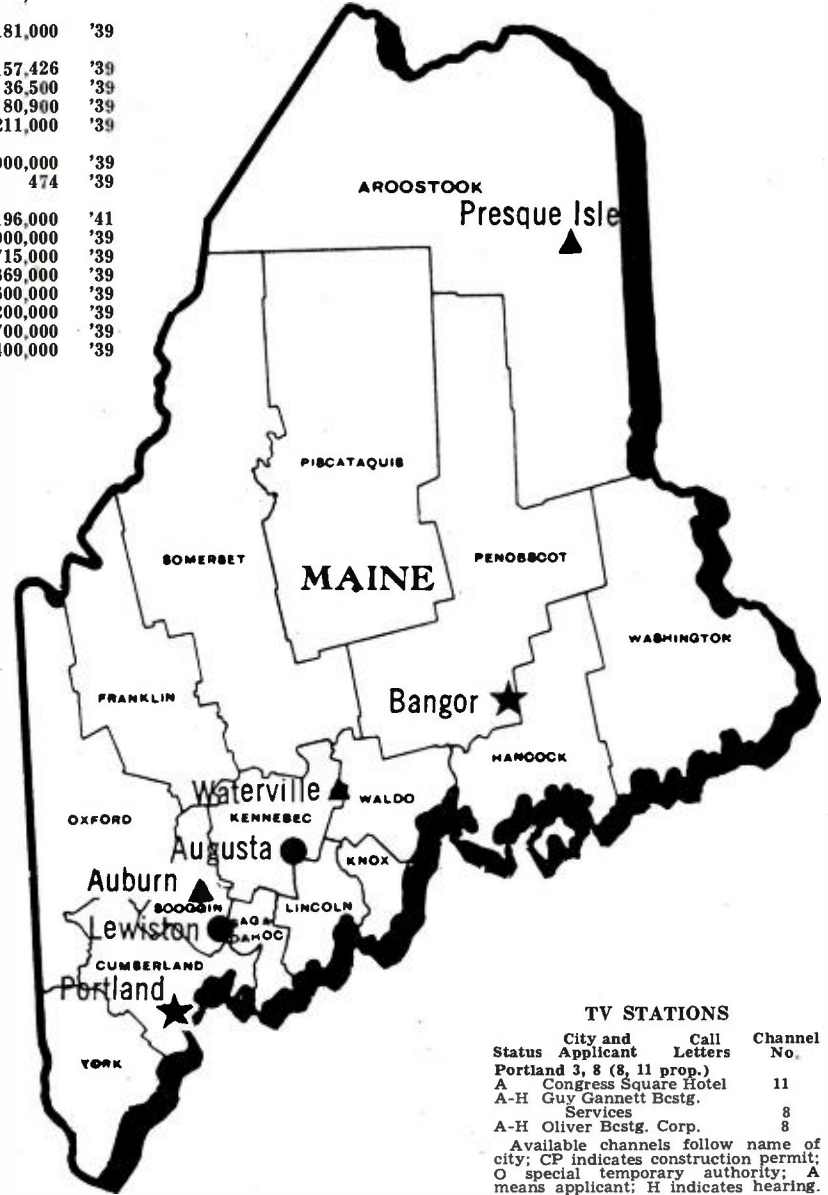
MAINE RADIO MARKETS BY CITIES

MARKET INDICATORS FOR MAINE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) ..	885,000	'47	847,226	'40
BMB Families .....	273,900	'48	224,100	'46
Per Cent Radio .....	95.1	'48	92.2	'46
Radio Families .....	260,500	'48	206,600	'46
Number of Business Concerns (1)	14,348	'46	15,048	'39
Domestic Urban Electric Consumers	220,000	'46	181,000	'39
Private & Commercial Passenger Auto Registrations .....	171,784	'46	157,426	'39
Business Telephones .....	50,300	'46	36,500	'39
Residential Telephones .....	149,800	'46	80,900	'39
Nonagricultural Employment (2)	231,000	'46	211,000	'39
Total Income Payments to Individuals	\$ 998,000,000	'47	400,000,000	'39
Per Capita Income Payments ..	\$ 1,128	'47	474	'39
Sales of U. S. Savings Bonds (Series E) (3) .....	\$ 17,659,000	'46	6,196,000	'41
Bank Deposits .....	\$ 693,000,000	'46	333,000,000	'39
Drug Store Sales .....	\$ 18,097,000	'46	8,715,000	'39
Gross Postal Receipts (4) .....	\$ 5,446,000	'46	3,869,000	'39
Total Private Construction .....	\$ 22,700,000	'46	11,600,000	'39
Private Residential Building ..	\$ 4,900,000	'46	4,200,000	'39
Private Nonresidential Building	\$ 11,800,000	'46	2,700,000	'39
Farm Construction .....	\$ 2,100,000	'46	1,400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Auburn	Androscoggin	6 230	99.7	6 210	Con
Augusta	Kennebec	5 060	98.0	4 960	Con
Bangor	Penobscot	8 430	99.9	8 420	Con
Bath	Sagadahoc	3 200	97.2	3 110	
Biddeford	York	5 410	98.2	5 310	
Lewiston	Androscoggin	10 530	99.9	10 520	Con
Portland	Cumberland	22 320	99.8	22 270	Con - Hooper
Presque Isle	Aroostook	2 120	95.3	2 020	Con
Waterville	Kennebec	4 790	91.2	4 370	Con



AM STATIONS

City	Frequency	Power	Network
Auburn	*WDAV 1320	500-D	
Augusta	WFAU 1340	250	MBS
	WRDO 1400	250	NBC
Bangor	WABI 910	5,000	CBS
	WGUY 1450	250	ABC
	WJOR 1230	250	MBS-KBS
	WLBZ 620	5,000	NBC
Lewiston	WCOU 1240	250	MBS
	WLAM 1470	5,000	ABC
Portland	WCSH 970	5,000	NBC
	WGAN 580	5,000	CBS
	WMTW 1490	250	MBS
	WPOR 1450	250	ABC
Presque Isle	WAGM 1450	250	KBS
Waterville	WTVL 1490	250	ABC

\* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Bangor	WGUY-FM	93.1	226	11
Lewiston	WCOU-FM	93.9	230	13
Lewiston	WLFM	102.9	275	15
Portland	WMNE	100.5	263	23
Portland	WGAN-FM	101.9	270	3.6

TV STATIONS

Status Applicant	City and Call Letters	Channel No.
Portland 3, 8 (8, 11 prop.)		
A Congress Square Hotel		11
A-H Guy Gannett Bestg. Services		8
A-H Oliver Bestg. Corp.		8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

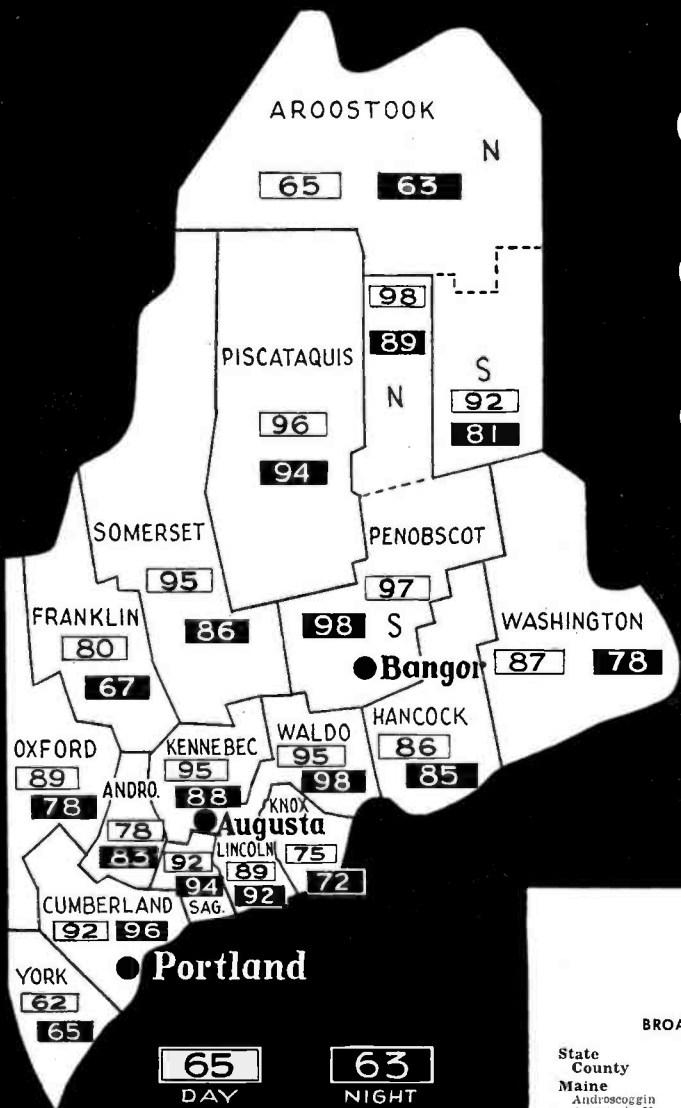
MAINE RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Androscoggin	22,930	98.6	22,600	10,778	21,429	9,434	59,391	74,358
Aroostook	24,900	89.8	22,350	8,238	8,037	3,305	34,996	56,934
Cumberland	46,120	98.5	45,420	27,308	39,145	20,053	139,651	181,055
Franklin	6,720	93.3	6,270	2,562	4,942	2,197	10,823	12,767
Hancock	12,570	93.0	11,690	4,250	4,480	1,777	13,493	24,347
Kennebec	23,400	94.9	22,210	11,093	20,515	9,138	51,581	66,828
Knox	10,270	93.7	9,620	4,106	5,088	1,931	16,040	22,243
Lincoln	5,710	93.7	5,350	2,535	1,356	498	6,384	12,814
Oxford	14,060	93.9	13,200	4,766	9,710	4,541	17,384	28,252
Penobscot	30,460	96.3	29,340	11,479	22,536	11,041	64,031	86,190
Piscataquis	6,900	93.9	6,480	1,865	4,037	1,544	7,676	10,107
Sagadahoc	7,070	94.8	6,700	8,271	6,713	5,321	17,237	14,122
Somerset	12,640	94.0	11,880	3,985	7,753	3,610	13,202	22,730
Waldo	7,090	91.5	6,490	2,872	2,174	1,301	6,190	11,505
Washington	13,300	92.2	12,260	3,211	4,844	1,839	12,035	21,235
York	29,760	96.2	28,640	11,999	21,345	9,548	43,486	71,562

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# The one network that delivers ALL Maine!

# The MAINE BROADCASTING SYSTEM



- **WCSH** PORTLAND
- **WRDO** AUGUSTA
- **WLBZ** BANGOR



AFFILIATE STATIONS

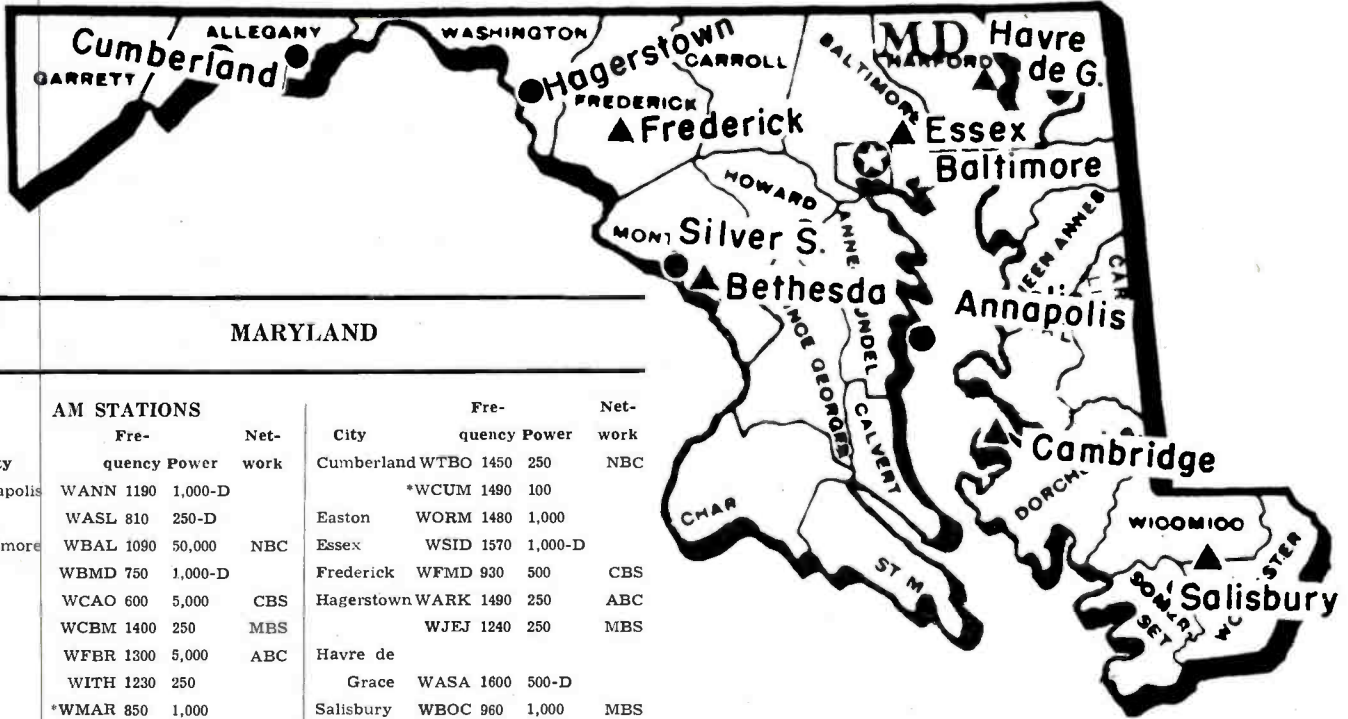
NATIONAL REPRESENTATIVES  
**WEED and COMPANY**  
 New England --- Bertha Bannan

BMB REPRINT  
 COMPOSITE AUDIENCE REPORT  
 By Counties and Cities  
 BROADCAST MEASUREMENT BUREAU STUDY NO. 1-1946

State	1946	Daytime Audience	Nighttime Audience
County	Radio Families	Families Percent	Families Percent
<b>Maine</b>			
Androscoggin	19700	15430	16400
Aroostook N	11700	7850	7470
Aroostook S	3600	3310	2940
Cumberland	44490	41230	42960
Franklin	4240	3420	2800
Hancock	7190	6490	6360
Kennebec	16770	16050	14880
Knox	6550	4960	4780
Lincoln	5770	4730	4550
Oxford	3910	790	6960
Penobscot N	2380	2330	2130
Penobscot S	19470	19000	19160
Piscataquis	4840	4650	4500
Sagadahoc	6220	5750	5800
Somerset	7800	7430	6710
Waldo	3930	3740	3880
Washington	7230	6370	5710
York	26000	19230	17000

Plus This "Bonus" Coverage!

Massachusetts	1500	
New Hampshire	3100	2260
Vermont	170	
Nova Scotia, Can.	1140	1020
New Brunswick, Can.	6100	5340



MARYLAND

AM STATIONS

City	Fre- quency	Net- Power	Net- work	City	Fre- quency	Net- Power	Net- work
Cumberland	WTBO 1450	250	NBC	Cumberland	WTBO 1450	250	NBC
Annapolis	WANN 1190	1,000-D		Easton	*WCUM 1490	100	
	WASL 810	250-D		Essex	WORM 1480	1,000	
Baltimore	WBAL 1090	50,000	NBC	Essex	WSID 1570	1,000-D	
	WBMD 750	1,000-D		Frederick	WFMD 930	500	CBS
	WCAO 600	5,000	CBS	Hagerstown	WARK 1490	250	ABC
	WCBM 1400	250	MBS		WJEJ 1240	250	MBS
	WFBR 1300	5,000	ABC	Havre de Grace	WASA 1600	500-D	
	WITH 1230	250		Salisbury	WBOC 960	1,000	MBS
	*WMAR 850	1,000		Silver Spring	WGAY 1050	1,000-D	
Bethesda					WOOK 1590	1,000-D	
Chevy Chase	WECC 1120	250-D					
Cambridge	WCMD 1240	100					

\* Construction Permit.

See page 3 for key to map.

# CUMBERLAND

Maryland's Second City

responds to your message on

# WCUM

A KARL F. STEINMANN Enterprise

A. Jack Stewart, Radio Director

1490 KC

C.B.S. AFFILIATE

Cumberland's popular new station (established in August, 1948) is tuned to the taste of this rich market. Write or call direct for rates and availabilities.

Teletypewriter Service - Cumberland, Md. 31

Telephone Cumberland 5400

Williams Road at East City Line

Post Office Box 360

QUICK MARKET FACTS

on WCUM Primary Coverage Area

Number of Homes	24,000
Population	112,000
Annual Payroll (city only)	\$ 66,000,000
Annual Retail Sales (area)	\$164,000,000
Average Family Income	\$4,958

Figures based on statistics supplied by Cumberland Chamber of Commerce for area of mail response.



# RADIO and RADIOactivity

● Even though we're well into the Atomic Age, there are still many things we don't understand about radioactivity.

But when it comes to activity in radio, we're on surer ground. Alert time-buyers know from experience that WCBM is Baltimore's most active, sales-productive station. For real penetration of the rich Baltimore market, you need WCBM. Any time you're ready to hear it, we'll gladly tell you the WCBM story.

*Baltimore's Listening Habit*

# WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President and Commercial Manager*

GEORGE H. ROEDER, *General Manager*

North Avenue at Harford • BALTIMORE 13, MD. • UNiversity 8400

*Exclusive National Representatives*

**WEED & COMPANY**

NEW YORK, CHICAGO, BOSTON, DETROIT,  
ATLANTA, HOLLYWOOD, SAN FRANCISCO

**FM STATIONS**

City	Call Letters	Frequency (Mc)	Channels (No.)	Power (Kw)
Annapolis	WNAV-FM	99.1	256	16.6
Baltimore	WCAO-FM	102.7	274	20
	WCBM-FM	93.1	226	15
	WMCP	94.7	234	20
	WMAR-FM	97.9	250	20
	WFBR-FM	101.9	270	20
	WITH-FM	104.3	282	20
Bethesda	WBCC-FM	103.1	276	0.490
Bradbury Heights	WBUZ	96.7	244	0.42
Cumberland	WCUM	102.9	275	2.5
	WTBO-FM	106.9	295	2.5
Frederick	WFMD-FM	101.5	268	2
Hagerstown	WJEJ-FM	104.7	284	1
Salisbury	WBOC-FM	97.5	248	12
Silver Spring	WGAY-FM	102.3	272	0.44
	WHIP	103.9	280	--

**TV STATIONS**

City	Call Letters	Frequency (Mc)	Channels (No.)	Power (Kw)
Baltimore	2, 11, 13			
O	A. S. Abell (WMAR-TV)		2	
	Co.			
O	Hearst Radio (WBAL-TV)		11	
CP	Radio-Tele. of (WAAM)		13	
	Baltimore			
	Cumberland 2			
A	Tower Realty Co.		2	
A	Cumberland Bcstg. Co.		2	
	Hagerstown 6c, 3c			
A	Hagerstown Bcstg. Co.		6	

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

**MARKET INDICATORS FOR MARYLAND**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	2,139,000	'47	1,821,244	'40
BMB Families -----	585,200	'48	563,000	'46
Per Cent Radio -----	95.7	'48	93.3	'46
Radio Families -----	560,200	'48	525,000	'46
Number of Business Concerns (1)	30,641	'46	29,185	'39
Domestic Urban Electric Consumers -----	576,000 †	'46	470,000 †	'39
Private & Commercial Passenger Auto Registrations -----	437,944	'46	364,323	'39
Business Telephones -----	156,400	'46	96,900	'39
Residential Telephones -----	326,200	'46	183,600	'39
Nonagricultural Employment (2)	609,000	'46	486,000	'39
Total Income Payments to Individuals -----	\$2,934,000,000	'47	1,074,000,000	'39
Per Capita Income Payments -- \$	1,465	'47	634	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 60,531,000	'46	17,595,000	'41
Bank Deposits -----	\$1,949,000,000	'46	958,000,000	'39
Drug Store Sales -----	\$ 50,291,000	'46	23,399,000	'39
Gross Postal Receipts (4) -----	\$ 14,398,000	'46	9,232,000	'39
Total Private Construction -----	\$ 154,800,000	'46	60,200,000	'39
Private Residential Building -- \$	73,000,000	'46	39,100,000	'39
Private Nonresidential Building \$	68,600,000	'46	13,400,000	'39
Farm Construction -----	\$ 2,900,000	'46	2,000,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † Maryland figures include District of Columbia.

**MARYLAND RADIO MARKETS BY CITIES**

City	Market	Families	Per Cent	Radio	Con
Annapolis	Anne Arundel	3 280	93.9	3 030	Con
Baltimore	Baltimore	290 960	96.9	281 940	Con - Hooper
Bethesda	Montgomery	5 290	98.3	5 200	
Cambridge	Dorchester	3 590	88.3	3 170	
Cumberland	Allegany	13 210	96.4	12 730	Con
Frederick	Frederick	5 450	94.9	5 170	Con
Hagerstown	Washington	11 230	96.4	10 830	Con
Salisbury	Wicomico	4 860	92.8	4 510	Con
Silver Spring	Montgomery	9 890	92.2	9 120	

**MARYLAND RADIO MARKET DATA BY COUNTIES**

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Allegany	27,890	96.0	26,780	8,608	24,605	12,466	37,572	77,160
Anne Arundel	18,370	95.0	17,460	8,552	5,274	2,197	21,099	43,665
Baltimore	338,290	97.1	328,360	25,435	39,283	21,073	44,342	1,170,372
Baltimore City	290,960	96.9	281,940	110,890	307,625	158,223	926,226	1,095,459
Calvert	2,860	85.7	2,450	811	633	213	3,736	4,984
Caroline	5,760	92.2	5,310	1,542	2,944	1,050	8,367	10,247
Carroll	11,820	95.5	11,290	4,291	5,488	1,982	26,275	23,324
Cecil	7,390	94.3	6,970	2,638	2,532	1,216	12,674	15,467
Charles	3,920	86.0	3,370	1,000	974	336	6,797	8,116
Dorchester	9,340	89.1	8,320	1,990	5,201	2,006	14,070	17,082
Frederick	17,730	94.1	16,690	5,231	7,114	2,653	35,070	45,419
Garrett	6,140	89.9	5,520	962	1,814	735	5,569	10,387
Harford	9,530	94.4	9,000	3,922	3,919	1,547	17,695	23,013
Howard	4,850	94.2	4,570	1,930	2,291	1,280	3,930	11,410
Kent	4,390	90.4	3,970	1,478	1,574	464	7,238	10,677
Montgomery	27,880	97.6	27,210	24,276	10,959	5,608	36,034	77,510
Prince Georges	26,440	96.1	25,420	17,400	7,282	3,381	27,812	58,396
Queen Annes	4,660	89.9	4,190	1,016	833	251	5,144	7,383
St. Marys	3,990	82.7	3,300	858	721	260	4,550	5,973
Somerset	6,540	88.1	5,760	900	2,180	707	8,062	7,771
Talbot	6,160	90.9	5,600	1,937	3,142	1,110	12,816	17,158
Washington	22,720	95.3	21,650	7,343	21,547	10,016	34,799	56,818
Wicomico	11,590	92.3	10,700	3,719	9,064	3,349	20,859	31,979
Worcester	6,940	90.9	6,310	1,654	3,581	1,119	13,473	19,320

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

IN BALTIMORE

*WBAL*

*and only WBAL*

OFFERS BOTH!

The Greatest Shows  
in Radio

are on *WBAL*

1090 Kilocycles • 50,000 Watts

NBC Affiliate

The Greatest Shows  
in Television

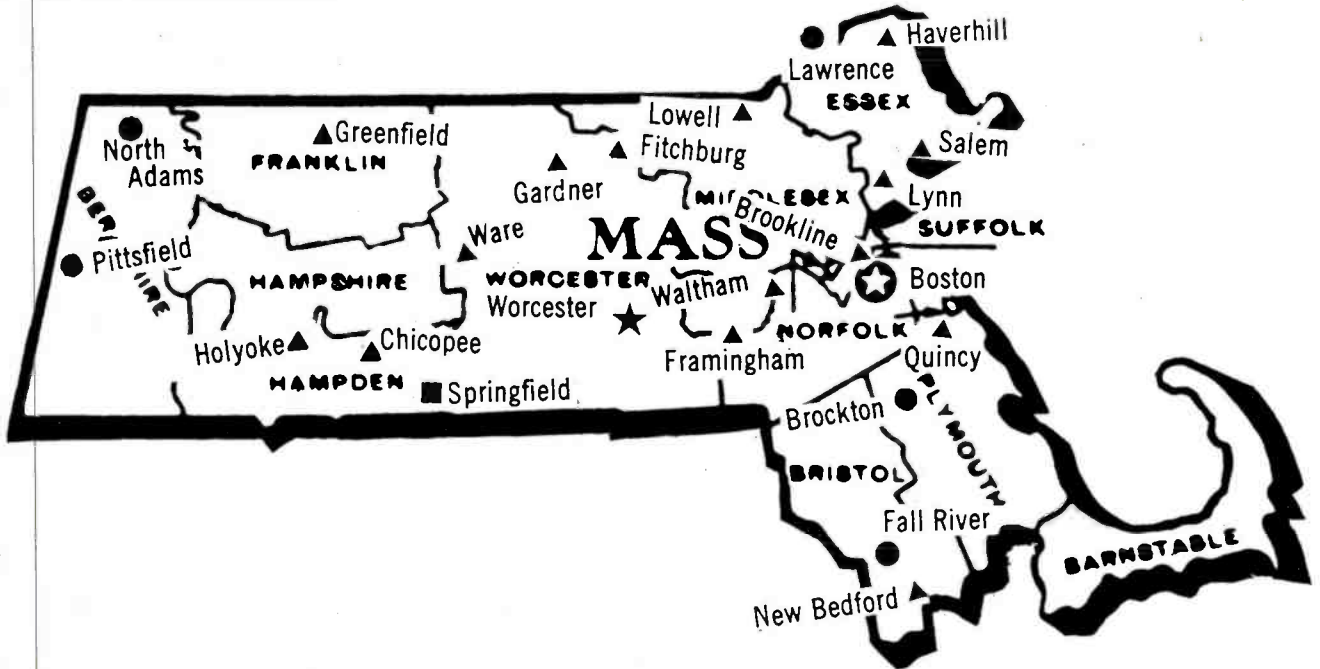
are on *WBAL-TV*

32,600 Watts (Effective Radiated Power)

Channel 11 • NBC Affiliate

*WBAL and WBAL-TV* • 2610 North Charles Street • Baltimore 18, Md.

MASSACHUSETTS



See page 3 for key to map.

In the Northern Berkshire Area

**We Make New Business**

CONLAN SURVEY SHOWS STATION **WMNB**

**35.6** IN MORNINGS 8 AM TO 12 NOON

**39.6** IN AFTERNOONS 12 NOON TO 6 P M

**46.1** IN EVENINGS 6 P M TO 10:30 P M

ENTIRE CONLAN SURVEY SHOWS:

<b>WMNB</b>	<b>41.6</b>
STATION A (LOCAL DAYTIME)	<b>17.7</b>
STATION B (50 KW NETWORK)	<b>26.8</b>
ALL OTHER STATIONS	<b>13.9</b>

Northern Berkshire's **ONLY FULLTIME** station

**WMNB**

NORTH ADAMS, MASS.

**1230 KC**

J. GORDON KEYWORTH  
Gen. Mgr.

Telephone 1230

AM STATIONS

City	Fre- quency Power	Net- work	City	Fre- quency Power	Net- work
Lawrence	WCCM 800 1,000-D		Lawrence	WCCM 800 1,000-D	
Boston	WBMS 1090 1,000-D		Lowell	WLLH 1400 250	MBS
	WBZ 1030 50,000	ABC	Lynn	WLYN 1360 500-D	
	WCOP 1150 5,000	ABC	New		
	WEEI 590 5,000	CBS	Bedford	WNBH 1340 250	ABC
	WHDH 850 50,000		North		
	WMEX 1510 5,000		Adams	WKOB 860 250-D	
	WNAC 1260 5,000	MBS		WMNB 1230 100	
	WORL 950 1,000-D		Pittsfield	WBEC 1490 250	ABC
Brockton	WBET 990 250-D			WBRK 1340 250	MBS
	*WBKA 1450 250		Quincy	WJDA 1300 1,000-D	
Brookline	*WVOM 1600 5,000		Salem	WESX 1230 250	
Cambridge	*WTAO 740 250-D		Springfield	WBZA 1030 1,000	NBC
Chicopee	WACE 730 1,000-D			WMAS 1450 250	CBS
Fall River	WALE 1400 250			WSPR 1270 1,000	ABC
	WSAR 1480 5,000	MBS	Waltham	WCRB 1330 500-D	
Fitchburg	WEIM 1340 250	MBS	Ware	*WRMS 1250 500-D	
Framing-			West		
ham	WKOX 1190 1,000-D		Yarmouth	WOCB 1240 250	ABC-KBS
Gardner	WHOB 1490 250		Worcester	WAAB 1440 5,000	MBS
Greenfield	WHAI 1240 250	MBS		WNEB 1230 250	
Haverhill	WHAV 1490 250			WORC 1310 1,000	ABC
Holyoke	WHYN 1400 250	MBS		WTAG 580 5,000	CBS



# WNEB IN WORCESTER



**Always**

**THE BETTER BUY . . .**

**All Ways!**

## *Compare WNEB in its own area!*

- In competition with 4 network stations, independent WNEB has rated first, close to first, never less than second in its 20 months of Hooper history.
- Independent WNEB costs you less than any other station in Worcester.

## *Compare WNEB in its own field!*

- Among *all* independent stations, in cities covered by Hooper, WNEB stands *third* week-day mornings, *first* afternoons, and *second* evenings.\*
- WNEB achieved these enviable ratings without "gimmicks" or "give-away" programs of any kind.

Call in our representative today and get the complete story . . .  
convincing evidence that WNEB gives you

## MORE LISTENERS FOR YOUR RADIO DOLLAR

\*Station Listening Indexes—Independent Stations, June-July 1948

# WNEB

**WORCESTER    SERVING NEW ENGLAND'S THIRD LARGEST CITY    MASSACHUSETTS**

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

**Boston  
Agencies  
Know  
New England  
- and  
18  
Boston  
Agencies  
representing  
over 25  
New England  
Advertisers  
use  
WNBH  
to reach  
the big  
New Bedford  
Market**

**WNBH dominates  
New Bedford with  
a share of audience  
greater than all  
other stations  
combined!**

**WNBH**

**BASIC ABC FOR  
SOUTHEASTERN  
MASSACHUSETTS**

**AFFILIATED WITH  
WOCB, CAPE COD**

**REPRESENTED BY  
THE WALKER CO.**

**FM STATIONS**

City	Call Letters	Fre- quen- (Mc)	Chan- nel (No.)	Pow- er (Kw)
Boston	WBZ-FM	92.9	225	23
	WHDH-FM	94.5	233	20
	WNAC-FM	98.5	253	19.5
	WCOP-FM	100.7	264	20
	WUNY	102.5	273	20
	WEEI-FM	103.3	277	20
	WBMS-FM	104.1	281	20
Brockton	WBET-FM	97.7	249	0.8
	WBKT	106.3	292	0.8
	WBKZ-FM	107.1	296	0.8
Cambridge	WXHR	96.9	245	20
Chicopee	WACE-FM	100.3	262	3
Fall River	WSAR-FM	103.7	279	20
	WCFR	93.5	228	0.3
Fitchburg	WEIM-FM	104.7	284	18
Greenfield	WHAI-FM	98.3	252	1
Haverhill	WHAU-FM	92.5	223	20
Holyoke	WHYN-FM	93.1	226	3.2
Lawrence	WLAW-FM	93.7	229	20
Lowell	WLLH-FM	99.5	258	12.2
Lynn	WLYN-FM	105.5	288	--
New				
Bedford	WBSM	97.3	247	20
	WFMR	98.1	251	19
North				
Adams	WMFM	97.5	248	2.4
Pittsfield	WBEC-FM	94.3	232	1
Spring-				
field	WMAS-FM	94.7	234	3.2
	WBZA-FM	97.1	246	3.9
	WSPR-FM	97.9	250	14
	WSFL	101.9	270	10
West Yar-				
mouth	WOCB-FM	94.3	232	1
Worcester	WTAG-FM	96.1	241	10
	WBMV	95.1	236	--
	WGTR	99.1	256	6.5

**TV STATIONS**

City and Status	Call Applicant	Letters	Channel No.
Boston 2, 4, 7, 9	A-H Boston Metropolitan Tele. Co.		9
	A-H CBS		9
	A-H Mass. Bcstg. Corp.		9
	A-H Matheson Radio Co.		13
	A-H New England Tele. Co.		13
	A-H New England Theatres		13
	CP-H Raytheon Mfg. Co., Waltham	(WRTB)	2
	A-H 20th Century-Fox		13
	O Westinghouse (WBZ-TV)		4
	O Yankee Network	(WNAC-TV)	7
Fall River (see also New Bedford)			13
	A-H Fall River Herald News		8
	A-H New England Tele. Co.		8
Holyoke (see also Springfield)			3

City and Status	Call Applicant	Letters	Channel No.
A-H Hampden-Hampshire Corp.			3
Lawrence (see also Lowell, Haverhill)			6
A-H Hildreth & Rogers Co.			6
Lowell (see also Lawrence, Haverhill)			
A-H Lowell Sun Pub. Co.			6
*New Bedford (see also Fall River)			
A-H E. Anthony & Sons			1
Springfield (see also Holyoke)			
A-H New England Tele. Co.			3
A-H Yankee Network			3
Worcester 5			
A-H New England Tele. Co.			5
A-H WTAG Inc.			5

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

**MASSACHUSETTS RADIO MARKETS BY CITIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Adams	Berkshire	3 730	97.9	3 650	
Arlington	Middlesex	12 030	99.9	12 020	
Belmont	Middlesex	8 010	99.9	8 000	
Beverly	Essex	8 110	97.7	7 920	
Boston	Suffolk	227 180	98.8	224 520	Con - Hooper
Brockton	Plymouth	20 890	97.6	20 380	Con
Brookline	Norfolk	14 630	99.9	14 610	
Cambridge	Middlesex	33 060	99.9	33 030	
Chelsea	Suffolk	11 410	98.6	11 250	
Chicopee	Hampden	11 560	99.4	11 490	
Everett	Middlesex	13 530	99.9	13 510	
Fall River	Bristol	34 330	98.5	33 810	Con
Fitchburg	Worcester	12 570	98.8	12 420	Con
Frammingham	Middlesex	6 560	99.7	6 540	Con
Gardner	Worcester	5 810	96.0	5 580	Ccn
Greenfield	Franklin	5 080	97.6	4 960	Con
Haverhill	Essex	15 210	98.1	14 920	Con
Holyoke	Hampden	16 920	99.2	16 790	Con
Hyannis	Barnstable	1 130	96.5	1 090	
Lawrence	Essex	25 340	98.4	24 930	Con
Lowell	Middlesex	28 700	99.9	28 680	Con
Lynn	Essex	31 720	98.0	31 100	
Malden	Middlesex	17 680	99.9	17 660	
Medford	Middlesex	18 430	99.9	18 410	
Melrose	Middlesex	7 930	99.9	7 920	
New Bedford	Bristol	35 240	98.2	35 600	Con
Newton	Middlesex	20 070	99.9	20 060	
North Adams	Berkshire	6 930	98.4	6 820	Con
Pittsfield	Berkshire	14 990	98.9	14 830	Ccn
Quincy	Norfolk	23 460	99.8	23 420	
Revere	Suffolk	9 890	99.4	9 830	
Salem	Essex	12 160	97.6	11 870	Con
Somerville	Middlesex	30 233	99.9	30 210	
Springfield	Hampden	46 420	99.5	46 170	Con - Hooper
Taunton	Bristol	10 740	99.1	10 640	
Waltham	Middlesex	10 550	99.9	10 540	
Watertown	Middlesex	10 010	99.9	10 000	
Worcester	Worcester	56 210	98.0	55 110	Ccn

*"WHDH is now the  
Favorite of more  
Listeners than any  
other Boston Station"*

Special survey made by The Pulse, Inc.

5000  
WATTS  
CP 50,000  
WATTS  
BOSTON

**WHDH**

See your John Blair man

**MARKET INDICATORS FOR MASSACHUSETTS**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) ..	4,635,000	'47	4,316,721	'40
BMB Families .....	1,316,200	'48	1,183,400	'46
Per Cent Radio .....	98.9	'48	97.9	'46
Radio Families .....	1,301,500	'48	1,158,900	'46
Number of Business Concerns (1)	78,730	'46	79,204	'39
Domestic Urban Electric Consumers .....	1,219,000	'46	1,114,000	'39
Private & Commercial Passenger Auto Registrations .....	834,836	'46	760,838†	'39
Business Telephones .....	398,800	'46	314,600	'39
Residential Telephones .....	907,100	'46	581,200	'39
Nonagricultural Employment (2)	1,496,000	'46	1,347,000	'39
Total Income Payments to Individuals .....	\$6,718,000,000	'47	3,106,000,000	'39
Per Capita Income Payments... \$	1,449	'47	719	'39

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Sales of U. S. Savings Bonds (Series E) (3) .....	\$ 147,516,000	'46	48,728,000	'41
Bank Deposits .....	\$7,114,000,000	'46	4,197,000,000	'39
Drug Stores Sales .....	8 128,406,000	'46	63,351,000	'39
Gross Postal Receipts (4) .....	\$ 41,638,000	'46	29,266,000	'39
Total Private Construction .....	\$ 202,800,000	'46	95,100,000	'39
Private Residential Building ..	\$ 79,900,000	'46	49,300,000	'39
Private Nonresidential Building	\$ 92,900,000	'46	26,600,000	'39
Farm Construction .....	\$ 2,600,000	'46	2,200,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed per-

sons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † State, county & municipal vehicles included.

**MASSACHUSETTS RADIO MARKET DATA BY COUNTIES**

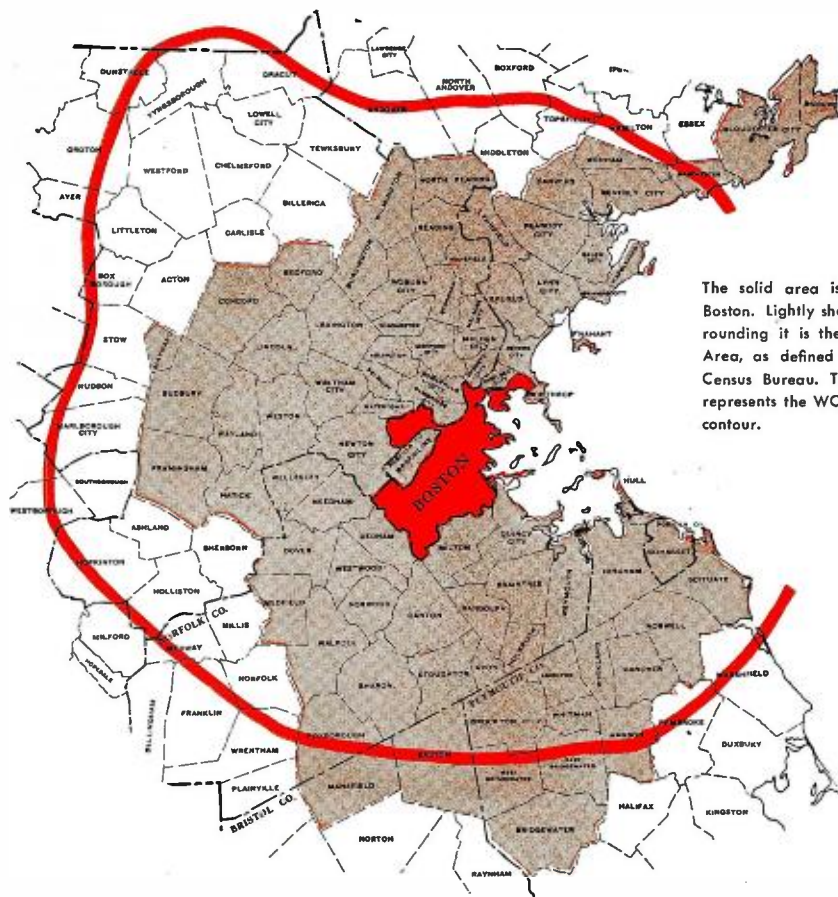
County	1948 Total Families	Per Cent Radio	1948 Radio Families	Employment		Taxable pay-rolls—Jan. to Mar. '46, in 1,000's		Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
				Tel. Homes Jan. 1, 1945	Mid-March 1946				
Barnstable .....	13,860	96.2	13,330	9,362	5,662	2,471	30,672	52,739	
Berkshire .....	39,540	98.0	38,760	23,344	32,173	16,828	107,720	127,610	
Bristol .....	113,780	98.4	112,010	45,490	118,780	55,660	303,936	274,582	
Dukes .....	2,490	95.6	2,380	1,377	584	248	3,317	7,899	
Essex .....	155,760	98.5	153,500	82,658	137,187	69,547	457,353	348,013	
Franklin .....	16,810	97.4	16,370	8,880	12,781	6,538	52,637	48,703	
Hampshire .....	22,120	98.1	21,690	10,162	14,578	6,899	73,412	62,710	
Hampden .....	102,350	99.3	101,620	56,763	111,418	60,181	379,190	320,281	
Middlesex .....	286,400	99.7	285,550	163,141	206,993	108,621	709,695	687,431	
Nantucket .....	1,140	99.1	1,130	960	388	185	3,965	3,385	
Norfolk .....	98,100	99.7	97,830	80,899	69,057	38,826	234,167	295,283	
Plymouth .....	56,390	98.2	55,350	32,815	37,156	18,921	154,351	144,111	
Suffolk .....	253,550	98.8	250,590	105,436	368,900	207,539	2,299,662	1,110,885	
Worcester .....	153,910	98.4	151,390	76,347	155,421	82,211	491,578	422,224	

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management."

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# 28% of all New Englanders live here



The solid area is the City of Boston. Lightly shaded area surrounding it is the Metropolitan Area, as defined by the U. S. Census Bureau. The single line represents the WCOP 1/2-millivolt contour.

## This is BOSTON

Metropolitan Boston ranks FIFTH in population among the nation's metropolitan areas. It has 28% of the population of ALL of the New England states, and 58% of the entire population of Massachusetts. Over 2,600,000 people live in the 83 cities and towns which make up the area pictured above. The City of Boston (solid above) with a population density of 17,551 persons per square mile is the most densely populated city in the country, excepting only New York. In buying radio in New England, it is tremendously important to make sure that the Metropolitan Boston market is adequately covered.

This is

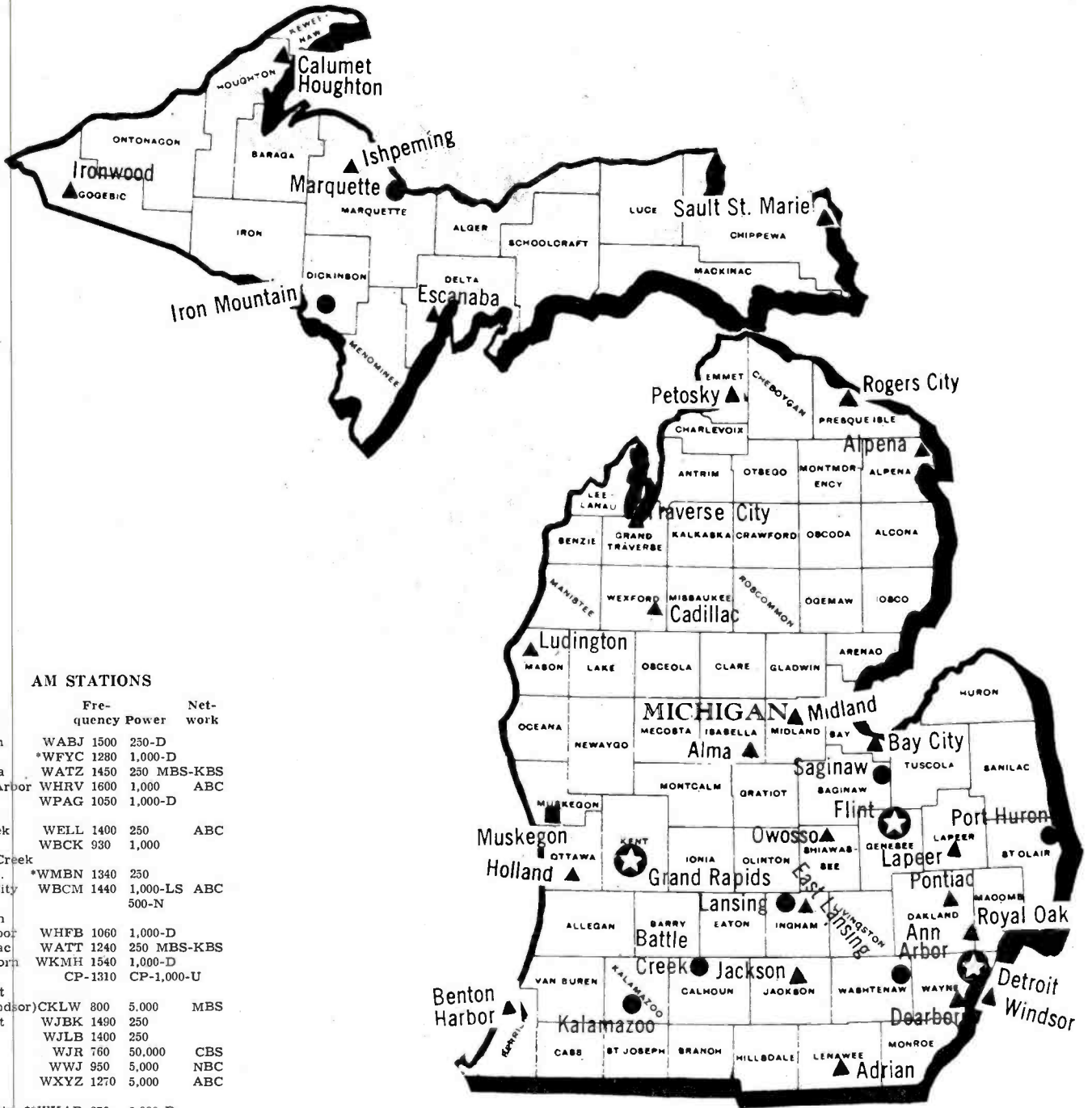
**WCOP** A COWLES STATION

Boston's most progressive radio station supplies tailor-made coverage of this rich market, with outstanding selling personalities and ABC programs, plus top-flight merchandising and promotion for advertisers.

*Rates and availabilities from any Katz Office*

**WCOP A Cowles Station • Boston's exclusive ABC outlet**

MICHIGAN



AM STATIONS

City	Fre- quency	Power	Net- work
Adrian	WABJ 1500	250-D	
Alma	*WFYC 1280	1,000-D	
Alpena	WATZ 1450	250 MBS-KBS	
Ann Arbor	WHRV 1600	1,000 ABC	
	WPAG 1050	1,000-D	
Battle Creek	WELL 1400	250 ABC	
	WBCK 930	1,000	
Bear Creek Twp.	*WMBN 1340	250	
Bay City	WBCM 1440	1,000-LS ABC 500-N	
Benton Harbor	WHFB 1060	1,000-D	
Cadillac	WATT 1240	250 MBS-KBS	
Dearborn	WKMH 1540	1,000-D	
	CP-1310	CP-1,000-U	
Detroit (Windsor)	CKLW 800	5,000 MBS	
Detroit	WJBK 1490	250	
	WJLB 1400	250	
	WJR 760	50,000 CBS	
	WWJ 950	5,000 NBC	
	WXYZ 1270	5,000 ABC	
East Lansing	**WKAR 870	5,000-D	
Escanaba	WBBC 1330	1,000 MBS	
Flint	WFDF 910	1,000 ABC	
	WMRP 1510	250-D KBS	
	WTCB 600	1,000-LS NBC 500-N	
	WWOK 1470	1,000	
Grand Rapids	WFUR 1570	1,000-D	
	WGRD 1410	1,000-D	
	WJEF 1230	250 CBS	
	WLAV 1340	250 ABC	
	WOOD 1300	5,000 NBC	

See page 3 for key to map.

(Continued on page 122)

**YOU GET MORE  
SALES IMPACT  
for Your MONEY  
in the DETROIT area**



**BY USING  
CKLW**

**50,000 WATTS . . . SOON!** To keep well ahead of the expanding needs of this fast-growing market . . . to encourage a greater loyalty to public service and to strengthen our already enviable position with listeners and advertisers alike . . . CKLW will soon broadcast with 50,000 watts. This greater voice will give the Detroit Area's best radio buy a new selling wallop beyond duplication in this region! Watch for announcements to come!

H. N. Stovin & Co., Canadian Rep. • Adam J. Young, Jr., Inc., Nat'l Rep.  
Guardian Building Detroit 26, Mich.

.....

**5,000 Watts Day and Night—800 kc—Mutual Broadcasting System**

**MICH. AM STATIONS**

(Continued from page 120)

City	Fre- quency	Power	Net- work
Holland	*WHTC 1450	250	
Houghton (Calumet)	WHDF 1400	250	MBS-KBS
Iron Mountain	WKIB 1230	250	MBS-KBS
	WMIQ 1450	250	
Ironwood	WJMS 630	1,000	MBS-KBS
Ishpeming	WJPD 1240	250	
Jackson	WIBM 1450	250	ABC
Kalamazoo	WGFG 1360	1,000	ABC
	WKZO 590	5,000	CBS
Lansing	WILS 1430	500-D	MBS
	WJIM 1240	250	ABC
	CP-550 CP-1,000		
Lapeer	WMPC 1230	250 SH	
Ludington	WKLA 1450	250	ABC-MBS KBS
Marquette	WDMJ 1340	250	MBS-KBS
	*WMMI 970	1,000-D	
Midland	WDOW 1490	250	
Muskegon	WKBZ 1490	250	ABC-MBS
	CP-850 CP-1,000		
	*WKNK 1600	1,000-D	
	WMUS 1090	1,000-D	
Owosso	WOAP 1080	250-D	
Pontiac	WCAR 1130	1,000-D	
Petoskey	WMBN 1340	250	MBS-KBS
Port Huron	WHLS 1450	250	MBS-KBS
	WTTH 1360	1,000-D	
Rogers City	*WHAK 960	1,000-D	
Royal Oak	WEXL 1340	250	
Saginaw	WKNX 1210	1,000-D	
	WSAM 1400	250	NBC
Sault Ste. Marie	WSOO 1230	250-LS 100-N	ABC
Traverse City	WTCM 1400	250	MBS-KBS

\* Construction Permit.

**FM STATIONS**

City	Call Letters	Fre- quency (Mc)	Chan- nel (No.)	Power (KW)
Ann Arbor	WUOM	91.7	219	13.5
	WPAG-FM	98.7	254	2.2
Battle Creek	WELL-FM	102.1	271	45
Bay City	WBCM-FM	96.1	241	32
Benton Harbor	WHFB-FM	99.9	260	9.2
Dearborn	WKMH-FM	100.3	262	--
	WLCG	103.9	280	--
Detroit	WDTR	90.9	215	2
	WJBK-FM	93.1	226	33
	WLDM	95.5	238	--
	WJR-FM	96.3	242	24
	WWJ-FM	97.1	246	10.5
	WJLB-FM	97.9	250	30
	WXYZ-FM	101.1	266	23
	WAIW	101.9	270	52
	WDFM	105.9	290	20
	WBEO	107.5	298	20
East Lansing	WKAR-FM	90.5	213	8.8
Escanaba	WJPJ	94.7	234	--
Flint	WFDF-FM	95.1	236	13
	WBBC-FM	99.9	260	6
	WAJL	107.1	296	0.4
Grand Rapids	WFRS	92.5	223	10.5
	WJEF-FM	93.7	229	--
	WLAV-FM	96.9	245	54
Grosse Point	WGSE	98.3	252	0.5
Hillsdale	WJOE	99.1	256	--
Jackson	WIBN-FM	92.3	222	16.0

City	Call Letters	Fre- quency (Mc)	Chan- nel (No.)	Power (KW)
Lansing Mt.	WJIM-FM	97.5	248	53
Clemens	WMLN	106.3	292	0.34
Muskegon	WKBZ-FM	106.5	293	49
	WMUS-FM	100.5	263	3.2
Owosso	WOAP-FM	103.1	276	1
Pontiac	WCAR-FM	103.5	278	20
Port Huron	WTTH-FM	99.1	256	22
Royal Oak	WEXL-FM	104.3	282	18
Saginaw	WSAL	98.1	251	15
Wyandotte	WJJW	103.1	276	1

**TV STATIONS**

City and Applicant	Call Letters	Channel No.
Detroit 2, 4, 5, 7	O Evening News (WWJ-TV)	4
Assn.		
CP Fort Industry	(WTVO)	2
CP WXYZ Inc.	(WXYZ-TV)	7
A-H United Detroit Theatres		5
A-H WJR. Goodwill Station		5

Status	City and Applicant	Call Letters	Channel No.
	Flint 11		
	A-H Advertisers Press		11
	A-H Booth Radio Stations		11
	Grand Rapids 7, 9		
A	Furniture City Bcstg. Corp.		9
A	Grandwood Bcstg. Co.		9
CP	Leonard (WLAV-TV)		7
	Versluis		
	Kalamazoo 3		
CP	Fetzer Bcstg. (WKZO-TV)		3
	Co.		
	Lansing 6		
CP	WJIM Inc. (WJIM-TV)		6
	Saginaw (see also Bay City ) 3, 8, 13c		
A	Saginaw Bcstg. Co.		13

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

**MICHIGAN RADIO MARKETS BY CITIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Adrian	Lenawee	5 460	98.4	5 370	Con
Alpena	Alpena	4 350	96.3	4 190	Con
Ann Arbor	Washtenaw	11 900	98.9	11 770	Con
Battle Creek	Calhoun	16 660	98.3	16 380	Con
Bay City	Bay	16 550	98.3	16 270	Con
Benton Harbor	Berrien	6 120	97.4	5 960	
Cadillac	Wexford	3 540	96.9	3 430	
Calumet	Toughton	520	98.1	510	
Dearborn	Wayne	20 830	99.1	20 640	
Detroit	Wayne	550 820	98.7	543 660	Con - Hooper
East Lansing	Ingham	2 240	99.6	2 230	
Escanaba	Delta	5 090	97.1	4 940	Con
Flint	Genesee	52 510	98.3	51 620	Con
Grand Rapids	Kent	61 470	98.3	60 430	Con - Hooper
Hamtramck	Wayne	14 970	94.7	14 180	
Highland Park	Wayne	18 230	99.1	18 070	
Holland	Ottawa	5 310	99.1	5 280	
Iron Mountain	Dickinson	3 910	96.7	3 780	Con
Ironwood	Gogebic	4 610	97.4	4 490	Con
Ishpeming	Marquette	3 370	97.3	3 280	Con
Jackson	Jackson	18 660	98.3	18 340	Con
Kalamazoo	Kalamazoo	19 240	98.3	18 910	Con - Hooper
Lansing	Ingham	29 100	98.7	28 720	Con
Lapeer	Lapeer	1 470	98.6	1 450	
Ludington	Mason	3 310	97.0	3 210	
Marquette	Marquette	5 030	97.8	4 920	Con
Menominee	Menominee	3 610	98.3	3 550	
Midland	Midland	3 490	98.6	3 440	
Monroe	Monroe	6 160	97.4	6 000	
Mount Clemens	Macomb	5 020	98.2	4 930	
Muskegon	Muskegon	17 180	98.3	16 890	Con
Muskegon Heights	Muskegon	5 460	98.4	5 370	
Niles	Berrien	4 230	97.9	4 140	
Owosso	Shiawassee	5 200	98.3	5 110	Con
Petoskey	Emmet	2 130	96.2	2 050	
Pontiac	Oakland	22 350	98.3	21 970	
Port Huron	Saint Clair	11 830	98.3	11 630	Con
Royal Oak	Oakland	8 560	99.6	8 530	
Saginaw	Saginaw	28 970	97.9	28 370	Con
Sault Ste. Marie	Chippewa	4 930	97.4	4 800	Con
Traverse City	Grand Traverse	4 470	96.4	4 310	Con
Wyandotte	Wayne	9 770	99.1	9 680	
Ypsilanti	Washtenaw	4 600	98.3	4 520	

**Your Number One Salesman**

for

**Southwestern Michigan and Northern Indiana**

is

**WHFB & WHFB-FM**

servicing

**The Twin Cities of Michigan**

Benton Harbor

St. Joseph

POPULATION IN PRIMARY AREA 450,000  
 RETAIL SALES ANNUALLY EXCEED \$100,000,000  
 WHFB IS LOCATED IN THE HEART OF a \$40,000,000  
 fruit business; largest open air-fruit market in world is  
 located in BENTON HARBOR which last year did a  
 \$12,000,000 business.

**WHFB WHFB-FM**

1000 Watts (D)  
 1060 KC

99.9  
 9.2 KW

Jake P. Scherer, Mgr.  
 Owned by Palladium Publishing Co.

# first

IN POWER

AND RESULTS

50,000  
W A T T S

# WJR

AND  
WJR-FM

MICHIGAN'S GREATEST  
ADVERTISING MEDIUM



C. B. S.

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

FRANK E. MULLEN  
President

Represented by  
PETRY

HARRY WISMER  
Asst. to the Pres.

## MARKET INDICATORS FOR MICHIGAN

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	6,069,000	'47	5,256,106	'40
BMB Families -----	1,741,900	'48	1,596,000	'46
Per Cent Radio -----	98.0	'48	96.4	'46
Radio Families -----	1,707,700	'48	1,538,000	'46
Number of Business Concerns (1)	81,566	'46	74,321	'39
Domestic Urban Electric Consumers -----	1,469,000	'46	1,198,000	'39
Private & Commercial Passenger Auto Registrations -----	1,400,465†	'46	1,325,918*	'39
Business Telephones -----	428,400	'46	269,400	'39
Residential Telephones -----	1,098,300	'46	510,800	'39
Nonagricultural Employment (2)	1,599,000	'46	1,308,000	'39
Total Income Payments to Individuals -----	\$8,641,000,000	'47	3,054,000,000	'39
Per Capita Income Payments --- \$	1,424	'47	591	'39

## Sales of U. S. Savings Bonds

(Series E) (3) -----	\$	'46	49,706,000	'41
Bank Deposits -----	\$4,675,000,000	'46	1,622,000,000	'39
Drug Store Sales -----	\$ 193,433,000	'46	77,765,000	'39
Gross Postal Receipts (4) ----	\$ 40,423,000	'46	25,037,000	'39
Total Private Construction ---	\$ 387,300,000	'46	180,200,000	'39
Private Residential Building --	\$ 190,300,000	'46	118,000,000	'39
Private Nonresidential Building	\$ 161,600,000	'46	35,800,000	'39
Farm Construction -----	\$ 8,400,000	'46	6,100,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private

homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. †Taxicabs not included. \*State, county and municipal vehicles included.

## MICHIGAN RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes		Employment		Taxable pay-rolls—Jan. to		Bank Deposits		Retail Sales	
				Jan. 1, 1945	Mar. 1946	Mid-March 1946	Mar. '46, in 1,000's	1944, 1,000's	1947, 1,000's				
Alcona	1,740	95.4	1,660	251	187	61	---	---	---	---	---	---	2,242
Alger	3,120	93.3	2,910	572	1,585	734	1,998	1,998	1,998	1,998	1,998	1,998	6,166
Allegan	13,270	97.1	12,890	4,806	5,432	2,608	10,244	10,244	10,244	10,244	10,244	10,244	24,663
Alpena	6,260	94.9	5,940	1,682	3,833	1,777	9,009	9,009	9,009	9,009	9,009	9,009	17,937
Antrim	3,210	94.1	3,020	654	376	117	1,156	1,156	1,156	1,156	1,156	1,156	5,605
Arenac	2,750	93.8	2,580	485	534	232	2,683	2,683	2,683	2,683	2,683	2,683	6,726
Baraga	2,710	95.2	2,580	337	925	380	1,559	1,559	1,559	1,559	1,559	1,559	4,484
Barry	7,540	97.2	7,330	3,787	3,114	1,495	8,379	8,379	8,379	8,379	8,379	8,379	14,013
Bay	23,900	97.9	23,400	9,896	14,998	7,329	45,508	45,508	45,508	45,508	45,508	45,508	81,277

(Continued on page 126)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

## FACTS, NOT PHONEYS!

- Fact 1** WKBZ, Muskegon Michigan is a Full Time Regional Station.
- Fact 2** WKBZ covers Michigan's SIXTH Metropolitan Market.
- Fact 3** WKBZ is experienced, serving 22 years, since 1926.
- Fact 4** WKBZ has 150,000 audience within its Primary 2 MV/M Contour, 500,000 within its Secondary 0.5 MV/M Contour.
- Fact 5** Retail Sales, primary area are \$120,000,000, secondary area \$475,000,000.

**W. K. B. Z.**  
Muskegon, Michigan

850 K.C. Full Time 1000W  
Affiliated with  
AMERICAN BROADCASTING COMPANY  
National Representatives  
Burn-Smith Company Inc.



POPULATION... 3,045,000 FAMILIES... 761,000  
RADIO HOMES... 746,000  
POTENTIAL AUDIENCE... 2,984,000.

**WEXL**  
ROYAL OAK BROADCASTING CO.  
Royal Oak, Michigan

## TV Network Starts Sept. 20

### WWJ-TV Key Link In 5-Station Tieup

The National Broadcasting Co.'s Midwest Television Network, comprising Station WWJ-TV, The Detroit News, and four other television stations, will begin regular program operations Monday, Sept. 20, I. E. Showerman, NBC vice-president in charge of the central division, announced today.

Other TV stations will join the network later.

#### MEET IN CHICAGO

Plans for the network operations were made at a meeting of NBC and station officials in Chicago Monday. Showerman said WWJ-TV and the St. Louis station would serve as key program origin points, with a minimum of 12 hours of programming a week during the early stages of operation.

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# "FIRSTS"

are part of  
showmanship

*The* fact that WWJ-TV, first television station in Michigan, has been designated a key link in NBC's Midwest Television Network is no mere happenstance. This recognition of WWJ-TV leadership is the result of pioneering and showmanship that has characterized its operation since its first historic broadcast. Here, then, is another addition to the spectacular series of "firsts" that have been a WWJ tradition for 28 years. It is little wonder that WWJ constantly maintains first place in the ears and eyes of the loyal Detroit audience that comprises America's fourth market.

first in Michigan . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

# WWJ-TV

NBC TELEVISION NETWORK

ASSOCIATE AM-FM STATION WWJ

MICHIGAN RADIO MARKET DATA BY COUNTIES

(Continued from page 124)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Benzie	2,450	95.9	2,350	742	567	154	2,538	5,045
Berrien	30,870	97.6	30,140	15,531	25,966	13,370	41,631	98,093
Branch	8,720	97.2	81,480	2,625	4,283	1,923	11,257	18,498
Calhoun	33,020	98.3	32,450	18,405	30,248	16,290	51,798	107,062
Cass	7,850	96.6	7,580	2,073	2,850	1,392	7,446	15,134
Charlevoix	4,140	94.9	3,930	1,479	1,298	531	3,313	8,969
Cheboygan	4,150	93.2	3,870	1,081	1,277	484	3,384	9,529
Chippewa	8,200	95.8	7,860	3,628	4,651	2,242	9,683	21,861
Clare	2,830	95.4	2,700	813	928	448	3,019	7,847
Clinton	8,340	97.7	8,150	2,331	1,587	633	9,537	13,453
Crawford	1,200	95.8	1,150	250	335	111	906	2,654
Delta	11,130	95.8	10,660	3,138	4,930	2,217	15,599	25,224
Dickinson	9,610	96.9	9,310	2,423	5,608	2,324	9,112	18,498
Eaton	12,220	97.4	11,900	5,028	3,217	1,262	11,703	22,421
Emmet	4,830	94.4	4,560	1,936	2,170	924	8,712	16,255
Genesee	76,190	98.3	74,910	41,274	34,962	19,677	93,970	234,303
Gladwin	2,510	96.0	2,410	514	528	227	1,534	5,045
Gogebic	10,090	96.6	9,750	3,133	4,997	2,131	7,309	20,740
Grand Traverse	6,640	95.8	6,360	2,937	4,187	1,901	10,084	25,785
Gratiot	9,890	96.7	9,560	2,931	4,886	2,237	12,901	26,345
Hillsdale	9,960	96.9	9,650	4,665	3,350	1,603	11,391	19,058
Houghton	16,040	97.4	15,630	4,028	7,255	3,056	20,257	29,148
Huron	9,090	96.9	8,810	2,831	3,786	1,824	12,361	21,300
Ingham	46,610	98.6	45,960	29,099	35,651	19,677	77,403	173,205
Ionia	11,120	97.0	10,790	3,605	4,397	2,011	10,276	24,103
Iosco	2,940	96.2	2,830	892	745	320	2,166	7,847
Iron	6,850	95.8	6,560	1,544	2,336	1,100	5,183	12,332
Isabella	7,490	96.1	7,200	2,127	3,235	1,682	9,534	17,377
Jackson	30,720	98.2	30,170	17,850	24,908	14,385	46,026	110,986
Kalamazoo	33,700	98.5	33,190	19,649	31,414	17,528	55,293	118,273
Kalkaska	1,290	93.0	1,200	223	465	246	651	1,682
Kent	88,380	98.3	86,900	47,461	75,349	40,388	150,403	288,675
Keweenaw	1,440	95.1	1,370	(A-1)	294	108	431	1,121
Lake	1,470	90.5	1,330	207	126	36	1,373	2,242
Lapeer	8,830	97.7	8,630	3,639	2,309	931	10,168	18,498
Leelanau	2,170	94.0	2,040	700	378	123	1,052	2,803
Leawee	17,620	97.9	17,250	8,007	11,890	5,455	32,412	48,206
Livingston	6,840	98.0	6,700	3,038	2,472	1,172	9,471	15,695
Luce	2,030	93.1	1,890	450	1,010	223	1,177	5,605
Mackinac	2,940	93.2	2,740	660	689	223	1,177	5,605
Macomb	36,040	98.8	35,600	14,203	10,300	5,340	35,625	105,380
Manistee	5,880	96.4	5,670	1,747	2,968	1,216	7,039	12,892
Marquette	15,320	96.7	14,820	5,320	9,676	3,717	21,414	33,632
Mason	6,030	96.3	5,810	2,622	2,403	1,003	7,380	14,574
Mecosta	4,960	94.9	4,710	1,624	1,781	776	5,248	10,650
Menominee	7,400	97.0	7,180	2,537	4,059	1,745	9,955	11,211
Midland	8,710	97.0	8,450	4,777	8,852	6,171	10,580	22,982
Missaukee	2,010	93.5	1,880	739	220	57	1,983	2,803
Monroe	18,520	97.8	18,120	6,328	9,767	6,015	21,997	45,403
Montcalm	8,960	96.5	8,650	3,291	3,607	1,908	8,872	19,619
Montmorency	1,030	92.2	950	132	139	45	---	2,803
Muskegon	31,880	98.2	31,310	14,747	33,842	22,348	60,565	112,667
Newaygo	4,930	95.3	4,700	1,941	2,314	1,102	7,292	11,771
Oakland	86,410	99.0	85,530	47,353	40,948	23,576	88,201	268,496
Oceana	4,590	95.4	4,380	1,612	1,110	468	4,001	8,968
Ogemaw	2,760	93.5	2,580	965	527	177	1,457	7,287
Ontonagon	3,190	95.9	3,060	309	1,532	653	2,275	6,166
Oseola	3,900	95.6	3,730	1,403	1,016	391	3,159	8,408
Oscoda	850	92.9	790	233	131	33	---	1,682
Otsego	1,510	93.4	1,410	329	412	158	1,733	4,484
Ottawa	19,640	98.7	19,380	10,310	12,543	6,511	30,202	49,327
Presque Isle	3,230	93.5	3,020	614	1,345	564	2,192	6,726
Roscommon	1,270	94.5	1,200	133	326	102	940	3,793
Saginaw	43,260	97.8	42,300	20,146	28,216	14,788	73,847	132,286
St. Clair	25,190	98.1	24,720	12,766	17,529	9,673	38,346	75,672
St. Joseph	11,650	97.3	11,330	3,198	7,266	3,605	15,407	28,587
Sanilac	9,190	97.0	8,910	2,539	1,213	431	9,961	19,058
Schoolcraft	3,100	94.8	2,940	870	1,831	717	2,610	6,166
Shiawassee	13,440	97.8	13,150	4,907	7,315	3,291	17,749	28,587
Tuscola	9,610	96.5	9,270	3,260	2,815	1,170	14,201	22,421
Van Buren	11,690	97.1	11,350	4,226	4,406	1,801	14,788	25,784
Washtenaw	27,740	98.7	27,390	17,004	32,292	17,592	60,538	103,138
Wayne	675,570	98.7	666,860	360,758	773,711	500,133	2,036,248	2,587,141
Wexford	5,530	96.2	5,320	1,956	3,544	1,552	5,399	16,256

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

NORTHEASTERN MICHIGAN'S NUMBER 1 STATION ON AMERICA'S NUMBER 1 NETWORK



**WSAM**

1400 KC



**WSAL**

F.M. 98.1 MC



SERVING THE TRI-CITIES — SAGINAW-BAY CITY-MIDLAND

SAGINAW BROADCASTING CO.

Radio Bldg.  
Saginaw, Michigan



Represented by  
HEADLEY-REED CO.



# YOU MIGHT HIT SAFELY IN 57 CONSECUTIVE GAMES\* —

**BUT . . .**

**YOU NEED WKZO-WJEF  
TO REACH FIRST BASE  
IN WESTERN MICHIGAN!**



No matter what anybody tells you, you can't knock your programs "over the fence" into Western Michigan, from the outside. The "fence," in Western Michigan, is actually a *wall of fading*. Both invisible and invincible, it keeps outside stations from being heard with any kind of dependability. And though opinions differ as to what *causes* this unusual condition, the result is apparent to everybody:—*our people listen to their own regional outlets rather than to weak and fading "outside" stations.* For proof, take a quick look at these Hooper

Report figures (January-February, 1948). They show, for instance, that WKZO in Kalamazoo has exactly *four times as great* a Morning Share-of-Audience as the next station (65.6% vs. 16.4%)—that WJEF in Grand Rapids has *6.7% more evening* listeners than the next station.

We'd be happy to send you *all* the facts . . . or ask Avery-Knodel, Inc.

*\*Joe DiMaggio of the New York Yankees did in 1941.*

<b>WKZO</b> <i>first</i> IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)	<b>WJEF</b> <i>first</i> IN GRAND RAPIDS AND KENT COUNTY (CBS)
---	---

**BOTH OWNED AND OPERATED BY**

**FETZER BROADCASTING COMPANY**

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

MINNESOTA

AM STATIONS

City	Frequency	Power	Network
Albert Lea	KATE 1450	250	ABC
Austin	*KAUS 1480	1,000	MBS
Bemidji	KBUN 1450	250	MBS
Brainerd	KLIZ 1400	250	MBS
Breckenridge	*KBMW 1450	250	
Crookston	*KROX 1050	1,000-D	
Duluth	KDAL 610	5,000	CBS
	WEBC 1320	5,000	NBC
	WREX 1080	10,000-LS	MBS
		5,000-N	
Ely	WXLT 1450	250	
Eveleth	WEVE 1340	250	
Faribault	KDHL 920	1,000	
Fergus Falls	KGDE 1230	250	MBS
Grand Rapids	KBZY 1490	250	
Hibbing	WMFG 1240	250	NBC
Mankato	KYSM 1230	250	NBC
Marshall	KMHL 1400	250	MBS
Minneapolis	*KEYD 1440	5,000-D	
(St. Paul)	KSTP 1500	50,000	NBC
Minneapolis	*KTIS 900	1,000-D	
(St. Paul)			
Minneapolis	**KUOM 770	5,000-D	
(St. Paul)			ST-WCAL
Minneapolis	*KYDS 700	1,000-D	
Minneapolis	WCCO 830	50,000	CBS
(St. Paul)			
	WDGY 1130	5,000-LS	
		500-N	
		L-Albuquerque	
	WLOL 1330	5,000	MBS
	WMIN 1400	250	
	WTCN 1280	5,000-LS	ABC
		1,000-N	
Moorhead	KVOX 1340	250	MBS
Northfield	**WCAL 770	5,000-D	
			ST-KUOM
Rochester	*KLER 970	500-D	
		1,000-N	
St. Cloud	KROC 1340	250	NBC
Thief River Falls	KFAM 1450	250	NBC
Virginia	KTRF 1230	250	KBS
Wadena	WHLB 1490	250	NBC
Wilmar	*KWAD 920	1,000	
Winona	KWLM 1340	250	ABC
	KWNO 1230	250	ABC
Worthington	KWOA 730	1,000-D	

\* Construction Permit.  
\*\* Non-Commercial Station.



See page 3 for key to map.

## Report to the Nation from ST. CLOUD Minnesota

1. St. Cloud is 35,000 population. Trading area approximately 300,000.
2. St. Cloud is the fourth largest market in Minnesota.
3. St. Cloud has shown the largest percentage of banking clearances in the Ninth Federal Reserve District.
4. St. Cloud is located in three counties, Stearns, Benton and Sherburne.
5. Stearns County is one of the highest dairy and butter producing counties in the U. S.

### KFAM

KFAM is the NBC affiliate for Central Minnesota.

KFAM dominates the St. Cloud Market, (See latest Conlan Figures).

KFAM is associated with The St. Cloud Daily Times.

## The Daily Times Station

### KFAM-FM

KFAM-FM is operating on 10KW. It generates a power of 50KW covering eleven counties in Central Minnesota. There are 20,000 FM sets in this area. KFAM-FM is the only FM station in operation between the Twin Cities and Duluth, and the Twin Cities and Fargo.

## KFAM & KFAM-FM ST. CLOUD, MINN.

**FM STATIONS**

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Duluth	WEBC-FM	92.3	222	62
Mankato	KYSM-FM	103.5	278	47
Minneapolis	KIMW	105.9	290	--
	WTCN-FM	97.1	246	400
	KBTR	98.5	253	2.1
	KUOM-FM	91.7	219	4.4
Redwing	KFMP	92.7	224	0.380
Rochester	KROC-FM	94.7	234	20
St. Cloud	KFAM-FM	104.7	284	50
St. Paul	WMIN-FM	99.5	258	90
	KSTP-FM	102.1	271	57
Winona	KWNO-FM	97.5	248	55

**TV STATIONS**

City and Applicant	Call Letters	Channel No.
Minneapolis (see also St. Paul)		2, 4, 5, 7, 9
A Beck Studios		7
A Independent Merchants Bestg. Co.		7
CP Minnesota (WTCN-TV) Bestg. Corp.		4
CP Northwest Bestg. (KTRV) Co.		9
St. Paul (see also Minneapolis)		
O KSTP Inc. (KSTP-TV)		5
A WMIN Bestg. Co.		2

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

**MARKET INDICATORS FOR MINNESOTA**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	2,888,000	'47	2,792,300	'40
BMB Families -----	799,300	'48	723,500	'46
Per Cent Radio -----	97.6	'48	95.2	'46
Radio Families -----	780,200	'48	689,000	'46
Number of Business Concerns (1)	48,464	'46	50,286	'39
Domestic Urban Electric Consumers -----	621,000	'46	466,000	'39
Private & Commercial Passenger Auto Registrations -----	674,514	'46	720,912	'39
Business Telephones -----	183,300	'46	120,300	'39
Residential Telephones -----	558,400	'46	257,200	'39
Nonagricultural Employment (2)	650,000	'46	522,000	'39
Total Income Payments to Individuals -----	\$3,450,000,000	'47	1,378,000,000	'39
Per Capita Income Payments -- \$	1,195	'47	497	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 97,138,000	'46	22,243,000	'41
Bank Deposits -----	\$2,825,000,000	'46	1,023,000,000	'39
Drug Store Sales -----	\$ 79,063,000	'46	32,994,000	'39
Gross Postal Receipts (4) --- \$	24,914,000	'46	17,380,000	'39
Total Private Construction --- \$	168,600,000	'46	69,700,000	'39
Private Residential Building --- \$	83,200,000	'46	38,700,000	'39
Private Nonresidential Building \$	52,600,000	'46	12,000,000	'39
Farm Construction -----	\$ 14,500,000	'46	9,600,000	'39

**MINNESOTA RADIO MARKET DATA BY COUNTIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Albert Lea	Freeborn	3 710	98.1	3 640	Con
Austin	Mower	5 360	98.7	5 290	Con
Bemidji	Beltrami	2 850	95.1	2 710	Con
Brainerd	Crow Wing	3 590	96.9	3 480	Con
Duluth	St. Louis	30 590	98.3	30 070	Con - Hooper
Eveleth	St. Louis	2 060	97.1	2 000	
Faribault	Rice	3 380	97.3	3 290	
Fergus Falls	Otter Tail	2 700	97.4	2 630	Con
Hibbing	St. Louis	4 660	98.3	4 580	Con
Mankato	Blue Earth	4 740	97.5	4 620	Con
Marshall	Lyon	1 350	97.8	1 320	Con
Minneapolis	Hennepin	156 880	98.7	154 840	Con - Hooper
Moorhead	Clay	2 760	98.2	2 710	
Rochester	Olmsted	6 920	98.7	6 830	Con
St. Cloud	Stearns	5 920	98.0	5 800	Con
St. Paul	Ramsey	88 500	98.7	87 350	Con - Hooper
South St. Paul	Dakota	3 360	98.8	3 320	
Thief River Falls	Pennington	1 730	96.0	1 660	Con
Virginia	St. Louis	3 790	98.7	3 740	Con
Willmar	Kandiyohi	2 310	97.8	2 260	Con
Winona	Winona	6 890	96.7	6 660	Con

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employees and public emergency employees. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

**Keep your eye on WDGY!**

Autumn, 1948, finds this long-established Twin City station definitely going places. Construction is progressing on our new, 9-tower, 50,000-watt transmitter ... the only one of its kind anywhere. Not a bad idea to tie up early with a station that's energetically on its way to bigger things!

**WDGY** Minneapolis—St. Paul  
 Represented Nationally by **AVERY-KNODEL CO.**

## MINNESOTA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Aitken	3,930	95.7	3,760	1,749	742	225	4,186	8,568
Anoka	5,920	97.6	5,780	1,799	1,026	616	4,304	11,275
Becker	6,570	96.7	6,350	2,383	1,442	477	6,042	14,212
Beltrami	6,680	94.3	6,300	3,009	2,117	739	5,381	19,908
Benton	4,060	96.1	3,900	698	1,088	473	3,869	9,945
Big Stone	2,860	98.3	2,810	1,235	698	222	3,466	9,798
Blue Earth	10,740	97.7	10,490	7,307	5,984	2,620	19,713	42,786
Brown	7,340	97.5	7,160	4,839	3,019	1,166	12,890	23,534
Carlton	6,260	97.0	6,070	2,738	4,356	1,940	6,828	16,839
Carver	4,940	97.8	4,830	2,427	2,127	1,179	9,453	12,161
Cass	5,060	94.9	4,800	1,497	1,187	292	3,239	9,141
Chippewa	4,780	97.9	4,680	2,457	1,462	503	6,915	16,247
Chisago	3,860	96.9	3,740	2,254	830	300	5,186	7,927
Clay	6,990	97.9	6,840	3,047	2,297	858	8,367	20,876
Clearwater	2,680	95.1	2,550	890	532	147	3,149	5,186
Cook	900	94.4	850	329	361	142	540	2,232
Cottonwood	4,770	98.1	4,680	2,230	953	289	7,200	12,522
Crow Wing	8,190	96.7	7,920	3,937	3,186	1,247	10,577	26,225
Dakota	10,480	98.4	10,310	2,237	9,899	5,590	20,784	28,950
Dodge	3,740	97.6	3,650	1,636	577	163	4,291	7,287
Douglas	5,730	96.7	5,540	2,906	1,570	544	7,311	16,050
Faribault	6,950	98.1	6,820	4,634	1,829	621	13,405	20,777
Fillmore	7,680	97.0	7,450	5,002	1,481	450	12,258	16,247
Freeborn	9,390	97.9	9,190	4,339	5,542	2,704	12,168	28,524
Goodhue	9,210	97.7	9,000	6,108	4,430	1,988	15,782	27,851
Grant	2,790	97.8	2,730	1,363	482	156	4,012	7,401
Hennepin	177,420	98.7	175,200	130,428	197,112	105,484	587,165	790,445
Houston	4,250	96.9	4,120	2,667	856	325	7,384	8,730
Hubbard	2,790	93.9	2,620	1,072	698	179	1,797	6,302
Isanti	2,860	96.5	2,760	1,990	850	341	4,199	7,106
Itasca	8,920	96.3	8,590	3,503	3,952	1,650	8,826	22,419
Jackson	4,830	97.9	4,730	2,291	990	323	6,815	10,963
Kanabec	2,640	95.8	2,530	976	676	236	2,028	5,318
Kandiyohi	7,030	97.9	6,880	3,565	1,888	680	9,158	21,893
Kittson	2,800	96.4	2,700	1,121	424	141	2,732	7,960
Koochiching	4,380	92.5	4,050	1,551	3,465	1,678	4,013	13,720
Lac qui Parle	4,320	98.6	4,260	1,714	701	210	4,646	9,552
Lake	2,290	91.7	2,100	1,326	454	158	2,865	5,875
Lake of the Woods	1,340	95.5	1,280	485	305	84	1,547	2,358
Le Sueur	5,700	97.5	5,560	2,214	1,717	799	6,958	12,441
Lincoln	3,150	75.2	2,370	1,382	444	126	2,784	5,875
Lyon	6,340	94.1	5,780	3,361	2,114	714	10,562	22,057
McLeod	6,340	94.8	6,010	3,328	1,689	622	8,198	17,971
Mahnomen	1,930	94.8	1,830	278	226	63	1,139	3,495
Marshall	4,550	97.1	4,420	2,110	496	166	5,710	9,092
Martin	7,140	98.2	7,010	4,977	2,562	1,058	13,014	22,976
Meeker	5,310	97.2	5,160	2,068	1,501	605	7,030	13,178

(Continued on page 132)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# Duluth-Superior (METROPOLITAN DISTRICT) is BOOMING!

MARKET DATA	1945	1946	1947
POPULATION	228,700	237,400	264,200
RETAIL SALES	\$141,187,000	\$218,094,000	\$258,715,000
WHOLESALING	\$196,517,000	\$250,560,000	\$280,627,000
EFFECTIVE BUYING INCOME	\$282,105,000	\$284,861,000	\$360,012,000
PER FAMILY INCOME	\$3,712	\$3,770	\$4,312

**27.6% Increase**  
IN EFFECTIVE BUYING INCOME

**15.5% Increase**  
IN POPULATION

STATION  
★ **KDAL**  
—C.B.S.—

STATION  
★ **WEBC**  
—N.B.C.—

**NOW**

A GREATER  
MARKET THAN  
• DES MOINES  
• the QUAD CITIES  
• PEORIA  
• TULSA

# GATEWAY TO THE MINNEAPOLIS-ST. PAUL MARKET

Selecting the *right* radio station in this market is important. You want to reach the rich Twin City retail market most effectively, and KSTP is the gateway to faster results. Programming and promotion—plus NBC—plus greater facilities—plus 50,000 powerful watts all combine to do the job you want done in a big time manner. Your message on KSTP will have greater impact—for KSTP is a great advertising influence...for twenty years—The Northwest's Leading Radio Station. And if television is your medium, KSTP-TV has the audience exclusively.

**KSTP**

NORTHWEST NETWORK N.B.C.

**KEY STATION FOR THE NORTHWEST NETWORK**  
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES  
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**KSTP**  
MINNEAPOLIS ... ST. PAUL

MINNESOTA RADIO MARKET DATA BY COUNTIES

(Continued from page 130)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Mille Lacs	4,560	95.8	4,370	2,673	1,499	429	3,742	11,274
Morrison	6,980	95.8	6,690	2,529	1,369	467	7,161	15,000
Mower	10,290	98.3	10,110	6,215	7,327	4,129	13,714	34,629
Murray	4,060	98.3	3,990	1,507	750	225	4,569	8,780
Nicollet	4,410	98.2	4,330	1,525	822	256	5,356	9,272
Nobles	6,210	98.6	6,120	3,389	1,909	723	9,856	20,695
Norman	3,780	97.1	3,670	1,942	528	160	5,258	8,764
Olmsted	11,340	98.0	11,110	7,086	8,886	4,225	19,564	47,892
Otter Tail	13,880	96.6	13,410	6,586	3,477	1,273	15,069	30,443
Pennington	3,410	95.9	3,270	1,867	1,409	573	4,075	12,441
Pine	5,720	95.8	5,480	1,883	938	315	5,194	11,045
Pipestone	4,000	98.3	3,930	2,404	1,288	450	6,932	14,360
Polk	9,540	97.1	9,260	4,747	3,235	1,217	13,674	27,309
Pope	2,148	---	---	2,148	---	---	3,232	7,565
Ramsey	3,750	97.6	3,660	73,427	99,485	51,225	243,965	476,193
Red Lake	95,190	98.7	94,000	682	663	187	19,000	4,151
Redwood	1,720	96.5	1,660	2,579	341	122	8,594	17,495
Renville	6,280	98.1	6,160	3,108	1,579	528	9,327	17,741
Rice	6,970	98.3	6,850	4,559	1,319	471	11,569	24,470
Rock	3,290	97.9	3,220	1,395	793	288	5,346	8,583
Roseau	3,860	95.6	3,690	1,546	811	313	4,115	7,993
St. Louis	60,450	97.8	59,130	33,643	35,776	17,582	121,091	212,738
Scott	4,270	97.0	4,140	1,526	5,618	2,318	5,593	10,700
Sherburne	2,520	96.0	2,420	818	393	133	2,783	5,547
Sibley	4,690	97.7	4,580	1,481	862	285	5,227	9,798
Stearns	16,470	97.1	16,000	8,565	6,816	2,694	23,113	48,798
Steele	5,900	97.6	5,760	3,134	2,690	1,175	12,491	18,480
Stevens	2,980	97.0	2,890	1,572	765	242	4,567	9,158
Swift	4,260	97.7	4,160	2,196	990	327	6,872	11,735
Todd	7,320	96.4	7,060	3,167	1,936	732	7,760	13,589
Traverse	2,380	98.7	2,350	973	503	154	3,072	5,941
Wabasha	5,280	97.1	5,110	3,370	1,248	476	6,583	12,128
Wadena	3,380	95.6	3,230	1,606	1,212	451	5,283	10,241
Waseca	4,400	97.3	4,280	2,306	1,530	563	7,571	11,324
Washington	7,670	98.0	7,520	4,444	3,021	1,285	11,155	19,645
Watonwan	4,110	98.5	4,050	2,227	1,443	424	6,814	11,964
Wilkin	2,740	97.8	2,680	1,035	568	166	3,254	6,697
Winona	11,210	96.9	10,860	5,499	7,330	3,354	24,945	35,680
Wright	7,940	96.6	7,670	3,684	1,560	509	8,941	17,183
Yellow-Medicine	4,940	98.6	4,870	2,223	918	271	4,715	11,833

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

Housewives  
Businessmen  
Tourists

Farmers  
Teen Ager  
Sportsmen

# EVERYBODY

*Listens To*

# KWAD

920 KC *in* 1000 Watts

WADENA, MINNESOTA

Population . . . 368,188

Retail Sales . . . . \$136,482,000

Tourist Expenditure . . . \$ 50,000,000

*Representatives*

Regional

Bulmer & Johnson  
Savings & Loan Bldg.  
Minneapolis, Minn.  
Phone—Lincoln 7017

National

McGeehan & O'Mara  
Chicago, N. Y., Boston  
San Francisco  
Atlanta, Detroit

JUST A  
**TEAKETTLE \***  
IN  
MINNESOTA

**SPOUTING**  
PLENTY PROMOTION  
**STEAM**  
IN A  
**TRIPLE RICH MARKET**

- Rural
- Metropolitan
- International

**250**  
Watts

# KROC

ROCHESTER, MINNESOTA

NBC  
Affiliate

(Your Key to better listening)

MISSISSIPPI

AM STATIONS

City	Frequency	Power	Net-work	City	Frequency	Power	Net-work
Biloxi	WLOX 1490	250	MBS	Natchez	WMIS 1240	250	NBC-KBS
Brookhaven	WJMB 1340	250		Philadelphia	*WHOC 1490	250	KBS
Clarksdale	*WVMI 570	1,000-D		Starkville	*WACR 1050	250-D	
Columbia	WJMB 1340	250	MBS-KBS	Tupelo	WLO 1490	250	MBS-KBS
Corinth	WROX 1450	250	MBS-KBS	Vicksburg	WQBC 1420	1,000-LS	MBS-500-N
Greenwood	WJPR 1340	250	MBS-KBS	West Point	WVIM 1490	250	
Greenwood	WGRM 1240	250	NBC-KBS	Yazoo City	WROB 1450	250	MBS-KBS
Gulfport	WGCM 1240	250	ABC-KBS		WAZF 1230	250	KBS
Hattiesburg	WFOR 1400	250	NBC-KBS				
Jackson	*WHSY 1220	250-D					
	WJDX 1300	5,000-LS	NBC				
		1,000-N					
	WJQS 1400	250	CBS				
	WJXN 1450	250					
	WRBC 620	5,000-LS	MBS				
		1,000-N					
	WSLI 930	5,000	ABC				
Kosciusko	WKOZ 1340	250	KBS				
Laurel	WAML 1340	250	NBC-KBS				
	WLAU 1490	250	MBS				
Macon	WMBC 1400	250					
McComb	WAPF 1010	250-D	KBS				
	WSKB 1230	250					
	CP-1250	CP-1,000-LS					
Meridian	WCOC 910	500-N	CBS				
		5,000-LS					
	WMOX 1240	250	MBS-KBS				
	WTOK 1450	250	ABC				

\* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Chan-nel	Pow-er
Biloxi	WLOX-FM	99.3	257	1
Clarksdale	WROX-FM	99.1	256	6.7
Corinth	WCMA-FM	101.5	258	3.9
Greenville	WJPR-FM	101.9	270	19
Gulfport	WGCM-FM	101.5	268	3
Jackson	WJDX-FM	102.9	275	100
Meridian	WMOX-FM	98.5	253	---

MISSISSIPPI RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Biloxi	Harrison	5 470	84.1	4 600	Con
Clarksdale	Coahoma	4 450	76.4	3 400	Con
Columbia	Marion	2 030	76.3	1 550	
Corinth	Lowndes	4 830	77.6	3 750	Con
Greenwood	Washington	2 840	84.1	2 390	Con
Greenwood	Leflore	7 780	75.8	5 900	Con
Gulfport	Harrison	5 180	80.5	4 170	Con
Hattiesburg	Forrest	4 840	85.5	4 140	Con
Jackson	Hinds	7 150	79.0	5 650	Con
Laurel	Jones	20 390	86.2	17 580	Con
Macon	Noxubee	6 570	79.9	5 250	Con
McComb	Pike	170	82.4	140	
Meridian	Lauderdale	3 460	88.1	2 980	Con
Natchez	Adams	11 980	78.5	9 410	Con
Tupelo	Lee	5 760	74.8	4 310	Con
Vicksburg	Warren	2 900	83.1	2 410	
West Point	Clay	9 140	78.5	7 180	Con
Yazoo City	Yazoo	2 070	76.3	1 580	
		2 560	67.6	1 730	

W J D X

"The Voice of Mississippi"



YEARS of broadcasting leadership in Mississippi.

YEARS the station listened to most by most Mississippians.

YEARS dominating the wholesale and retail trade area of Jackson.

YEARS the first choice in Mississippi for local and national advertisers.

YEARS of progressive programming in the public interest.

YEARS of affiliation with the National Broadcasting Company.

NBC AFFILIATE IN JACKSON, MISSISSIPPI

Member Rebel Network

WJDX, WAML, WFOR, WTOK, WJPR, WGCM

Member Southcentral Quality Network

WJDX, WMC, KARK, KWKH, WSMB

National Representatives: Geo. P. Hollingsbery Co.



TV STATIONS

City and Status Applicant	Call Letters	Channel No.
Jackson 2, 4, 5, 7		
A Mid-South Tele. Bcstg. Co.		7

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

See page 3 for key to map.

MARKET INDICATORS FOR MISSISSIPPI

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	2,096,000	'47	2,183,796	'40
BMB Families -----	533,600	'48	541,000	'46
Per Cent Radio -----	79.9	'48	66.2	'46
Radio Families -----	426,300	'48	358,000	'46
Number of Business Concerns (1)	21,401	'46	19,139	'39
Domestic Urban Electric Consumers -----	220,000	'46	107,000	'39
Private & Commercial Passenger Auto Registrations -----	218,723	'46	185,475	'39
Business Telephones -----	52,300	'46	31,100	'39
Residential Telephones -----	95,600	'46	45,600	'39
Nonagricultural Employment (2)	239,000	'46	205,000	'39
Total Income Payments to Individuals -----	\$1,382,000,000	'47	436,000,000	'39
Per Capita Income Payments -- \$	659	'47	201	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 27,653,000	'46	7,090,000	'41
Bank Deposits -----	\$ 753,000,000	'46	211,000,000	'39
Drug Store Sales -----	\$ 28,095,000	'46	11,463,000	'39
Gross Postal Receipts (4) -----	\$ 6,672,000	'46	3,684,000	'39
Total Private Construction -----	\$ 46,400,000	'46	19,300,000	'39
Private Residential Building -- \$	16,600,000	'46	9,500,000	'39
Private Nonresidential Building \$	14,700,000	'46	2,300,000	'39
Farm Construction -----	\$ 5,000,000	'46	4,400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed per-

sons, domestics employed in private homes, vessel employees and public emergency employees. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

# MISSISSIPPI RADIO MARKET DATA BY COUNTIES

County	1948 Total	Per Cent	1948 Radio	Tel. Homes	Employment	Taxable pay-	Bank Deposits	Retail Sales
	Families	Radio	Families	Jan. 1, 1945	Mid-March 1946	rolls—Jan. to Mar. '46, in 1,000's	1944, 1,000's	1947, 1,000's
Adams	8,660	75.0	6,500	1,363	6,608	2,580	7,117	19,964
Alcorn	7,410	85.1	6,310	1,223	2,847	943	4,273	15,715
Amite	4,100	79.7	3,270	192	897	224	1,980	3,915
Attala	6,490	78.0	5,190	670	2,184	676	4,808	11,669
Benton	2,070	79.2	1,640	---	157	30	528	1,174
Bolivar	15,730	77.8	12,240	1,352	2,374	738	8,778	23,942
Caldwell	4,810	84.2	4,050	144	869	254	3,004	4,978
Carroll	3,550	79.4	2,820	155	239	54	1,247	3,467
Chickasaw	5,030	81.9	4,120	489	644	158	3,143	5,814
Choctaw	2,590	81.1	2,100	115	574	126	1,357	2,927
Claiborne	2,850	73.7	2,100	219	1,114	298	2,559	4,939
Clarke	4,800	81.4	3,910	265	1,848	485	2,054	5,741
Clay	4,500	76.7	3,450	616	1,336	441	3,599	7,829
Coahoma	12,280	75.8	9,310	1,626	3,053	1,110	13,649	26,414
Copiah	8,200	78.8	6,460	872	2,444	615	6,762	13,571
Covington	3,420	82.2	2,810	359	463	116	1,837	4,996
De Soto	6,190	75.8	4,690	360	359	120	2,718	6,748
Forrest	10,910	80.6	8,800	2,898	9,137	3,407	17,815	33,076
Franklin	2,980	83.4	2,420	29	783	193	1,166	3,095
George	2,870	81.2	2,330	135	378	122	1,942	3,579
Greene	2,310	79.6	1,840	12	463	126	699	2,592
Grenada	4,320	78.5	3,390	561	2,234	773	5,114	9,023
Hancock	4,070	81.8	3,330	543	695	182	2,825	4,548
Harrison	16,490	84.1	13,870	3,901	11,639	3,529	19,796	49,413
Hinds	30,340	84.0	25,490	11,113	28,182	11,126	50,119	116,069
Holmes	9,190	75.4	6,930	893	1,408	404	6,815	14,595
Humphreys	5,890	75.0	4,420	309	649	207	3,030	8,705
Issaquena	1,330	74.4	990	(A-1)	34	10	---	1,026
Itawamba	3,460	80.3	2,780	113	588	136	1,294	2,592
Jackson	6,770	86.3	5,840	1,518	11,058	5,899	10,284	10,756
Jasper	4,200	79.0	3,320	78	590	130	2,426	4,939
Jefferson	2,980	75.5	2,250	119	527	114	802	3,952
Jefferson Davis	3,300	77.9	2,570	275	294	80	1,972	4,389
Jones	13,600	81.5	11,090	2,111	9,424	3,584	16,963	30,858
Kemper	3,960	77.8	3,080	49	491	94	1,259	4,026
Lafayette	5,100	80.6	4,110	628	588	168	3,386	8,375
Lamar	3,100	81.9	2,540	134	546	147	1,387	2,592
Lauderdale	16,530	78.7	13,010	4,792	11,550	3,976	21,454	46,992
Lawrence	3,080	78.9	2,430	140	488	148	1,386	4,026
Leake	5,950	79.5	4,730	178	635	131	2,322	7,829
Lee	9,490	83.0	7,880	1,789	4,023	1,314	9,765	21,437
Lefflore	13,110	78.4	10,281	1,864	4,203	1,643	14,804	33,480
Lincoln	6,180	80.1	4,950	728	2,054	656	6,377	13,179
Lowndes	9,680	85.0	8,230	1,516	4,763	1,460	12,207	20,338
Madison	8,040	76.5	6,150	755	2,154	660	4,725	11,707
Marion	5,750	77.7	4,470	455	2,576	755	5,784	11,428
Marshall	5,810	75.0	4,360	419	453	112	4,820	6,618
Monroe	8,710	79.9	6,960	1,170	2,668	735	7,974	16,106
Montgomery	3,830	80.4	3,080	487	1,372	312	3,353	5,983
Neshoba	5,600	79.1	4,430	333	1,444	412	6,052	9,060
Newton	5,660	81.3	4,600	408	1,607	407	3,592	8,071
Noxubee	5,540	81.3	4,150	286	902	245	3,775	7,642
Oktibbeha	5,040	78.4	3,950	705	1,342	403	4,823	8,855
Panola	8,220	80.4	6,610	712	1,662	455	4,960	14,205
Pearl River	5,760	83.0	4,780	437	3,246	1,239	3,408	10,326
Perry	2,450	80.8	1,980	54	443	125	873	2,255
Pike	9,140	83.6	7,640	1,865	3,735	1,125	8,057	21,213
Pontotoc	4,990	83.2	4,150	235	434	129	3,677	5,611
Prentiss	4,870	83.4	4,060	554	994	231	3,582	6,711
Quitman	5,950	81.3	4,840	221	426	123	3,118	7,942
Rankin	5,540	81.6	4,520	275	637	188	2,584	5,741
Scott	5,600	82.7	4,630	419	1,284	320	4,995	10,476
Sharkey	2,840	80.3	2,280	192	314	108	1,642	6,766
Simpson	5,070	82.4	4,180	263	782	188	2,552	6,133
Smith	3,760	81.6	3,070	77	311	79	1,597	3,375
Stone	1,970	83.2	1,640	163	410	111	1,108	2,964
Sunflower	13,590	78.3	10,640	909	1,628	499	8,957	19,666
Tallahatchie	7,220	79.6	5,750	389	646	170	3,653	8,855
Tate	4,650	79.3	3,690	367	373	105	3,205	5,779
Tippah	4,570	83.6	3,820	280	564	120	3,319	5,182
Tishomingo	3,660	83.9	3,070	405	269	58	2,490	3,243
Tunica	5,920	75.9	4,490	215	466	160	2,249	8,501
Union	5,840	82.7	4,830	491	1,369	386	4,495	7,122
Walthall	3,380	79.3	2,680	181	417	99	2,646	6,618
Warren	13,040	78.7	10,270	2,673	6,166	2,333	14,228	29,266
Washington	18,950	75.7	14,340	2,824	6,433	2,335	17,111	43,261
Wayne	3,950	79.0	3,120	162	683	155	1,586	4,698
Webster	3,080	83.1	2,560	137	409	101	2,582	5,722
Wilkinson	4,840	80.4	2,880	351	1,428	449	2,370	6,861
Winston	4,840	78.5	3,800	432	1,404	422	2,859	7,307
Yalobusha	4,360	77.1	3,360	511	468	129	3,367	6,748
Yazoo	8,960	73.7	6,600	822	2,180	728	10,341	16,013

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



**MARKET INDICATORS FOR MISSOURI**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) ..	3,903,000	'47	3,784,664	'40
BMB Families .....	1,137,400	'48	1,089,400	'46
Per Cent Radio .....	94.3	'48	89.0	'46
Radio Families .....	1,072,800	'48	969,100	'46
Number of Business Concerns (1)	66,808	'46	66,264	'39
Domestic Urban Electric Consumers .....	773,000	'46	632,000	'39
Private & Commercial Passenger Auto Registrations .....	776,808	'46	734,894	'39
Business Telephones .....	265,900	'46	180,400	'39
Residential Telephones .....	642,100	'46	317,400	'39
Nonagricultural Employment (2)	910,000	'46	777,000	'39
Total Income Payments to Individuals .....	\$4,671,000,000	'47	1,832,000,000	'39
Per Capita Income Payments .. \$	1,197	'47	486	'39
Sales of U. S. Savings Bonds (Series E) (3) .....	\$ 125,688,000	'46	39,011,000	'41
Bank Deposits .....	\$3,986,000,000	'46	1,617,000,000	'39
Drug Store Sales .....	\$ 124,241,000	'46	55,246,000	'39
Gross Postal Receipts (4) .....	\$ 36,898,000	'46	25,397,000	'39
Total Private Construction .....	\$ 159,800,000	'46	71,400,000	'39
Private Residential Building .. \$	47,300,000	'46	37,000,000	'39
Private Nonresidential Building \$	77,700,000	'46	15,700,000	'39
Farm Construction .....	\$ 11,900,000	'46	7,100,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

rated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

**MISSOURI**

AM STATIONS			City	Fre- quency	Power	Net- work
Cape Girardeau	KFVS 1400	250	MBS	Kirksville	KIRX 1450	250
	CP-960	CP-1,000-LS		Lebanon	*KLWT 1230	250
		500-N		Mexico	*KXEO 1340	250
Carthage	KDMO 1490	250	KBS	Poplar Bluff	KWOC 1340	250
Clayton (St. Louis)	**KFUO 850	5,000		Rolla	KTTR 1490	250
		SH		St. Genevieve	KSGM 1450	250
Clayton (St. Louis)	KXLW 1320	1,000-D		St. Joseph	KFEQ 680	5,000
					KRES 1230	250
Columbia	KFRU 1400	250	ABC	St. Louis	*KSTL 690	1,000-D
Farmington	*KREI 1350	1,000-D	KBS		KMOX 1120	50,000
Flat River	KFMO 1240	250			KSD 550	5,000-LS
Hannibal	KHMO 1070	5,000-LS	MBS			1,000-N
		1,000-N				CP-5,000-N
Independence	KIMO 1510	1,000-D			KWK 1380	5,000-LS
						1,000-N
Jefferson City	KWOS 1240	250	MBS-KBS		KXOK 630	5,000
					WEW 770	1,000-D
Joplin	*KFSB 1310	5,000-LS			WIL 1230	250
		1,000-N		Sedalia	KDRO 1490	250
	KSWM 1230	250	CBS	Sikeston	*KSIM 1400	250
	WMBH 1450	250	MBS	Springfield	KGBX 1260	5,000
Kansas City	KCKN 1340	250	MBS		KTTS 1400	250
	KCMO 810	50,000-LS	ABC		KWTO 560	5,000-LS
		10,000-N				1,000-N
	KFRM 550	5,000-D		Warrenton		730
	KMBC 980	5,000	CBS	West Plains	KWPM 1450	250
	WDAF 610	5,000	NBC			
	WHB 710	10,000-LS				
		5,000-N	MBS			
Kennett	KBOA 830	1,000-D				

\* Construction Permit.  
\*\* Non-Commercial Station.

**KXOK's**

**Keys to extra sales**

*ring up a plus for advertisers*



KXOK continues to be the only St. Louis network station to show an audience increase in Hooper total rated time periods . . . with an audience gain of 5.5% in the December '47 thru April '48 period over the same report of the previous year. Audience gains continued through May-June and June-July 1948 index periods, the latter gain reaching a "high" in total rated time periods of 22%!

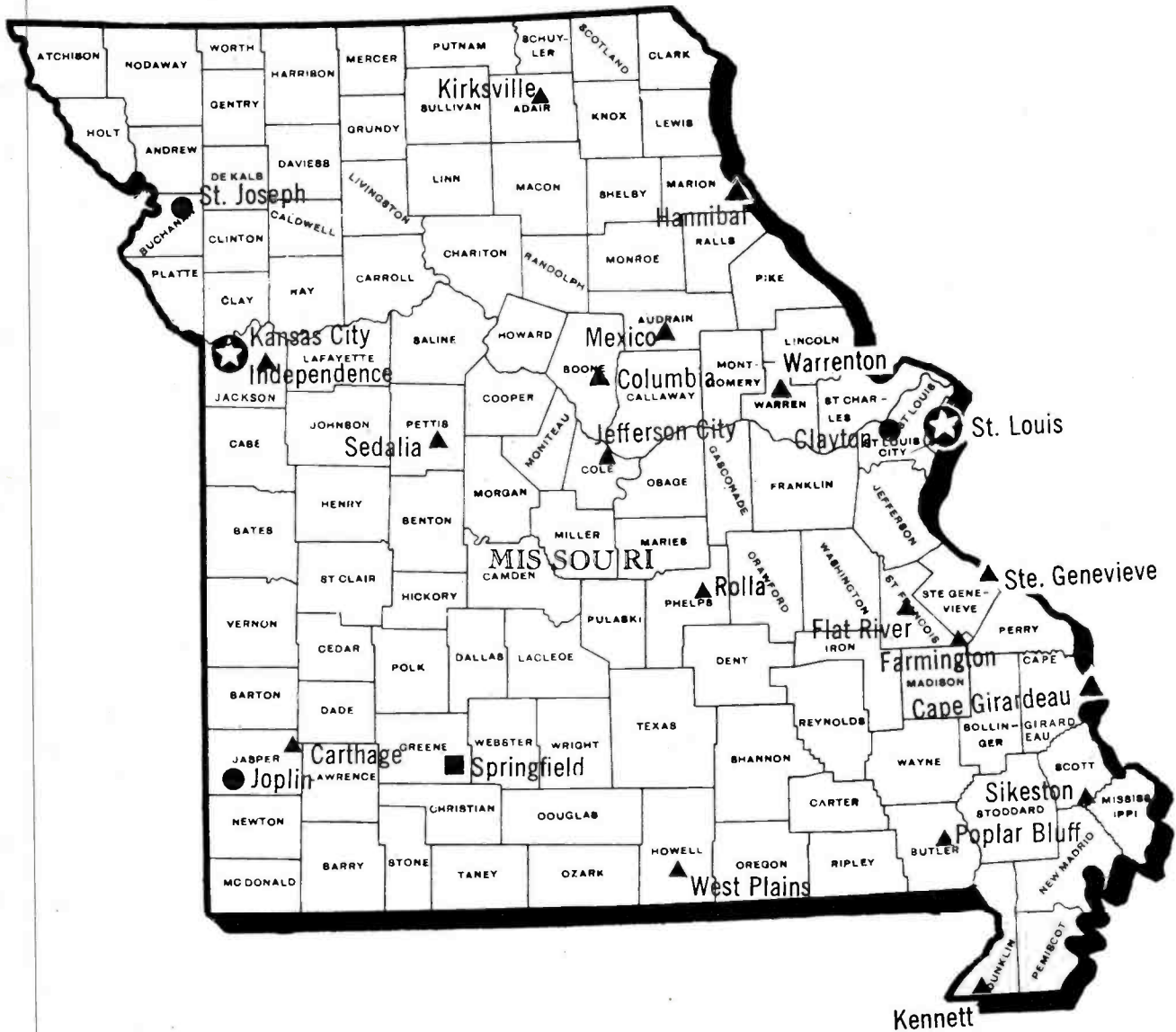


Extra "reach" gets extra results! A survey\* of the 30 counties surrounding St. Louis . . . where a million spenders live . . . shows that KXOK alone delivers 22.1% of the audience . . . morning, afternoon and night! PLUS THIS: BMB shows that KXOK reaches a buying audience in 115 counties daytime and 98 counties nighttime with a population of nearly 4 million! Compare the rates . . . compare the "reach" . . . compare the Hooper trend . . . KXOK rings the register, with plus sales!

\*A comprehensive coincidental survey of over 109,000 calls made by Edw. G. Doody & Co.

ST. LOUIS 1, MO. Chestnut-3700 **KXOK** 630 KC, 5000 WATTS, FULL TIME

Owned and Operated by the St. Louis Star-Times • Represented by John Blair & Co.



See page 3 for key to map.

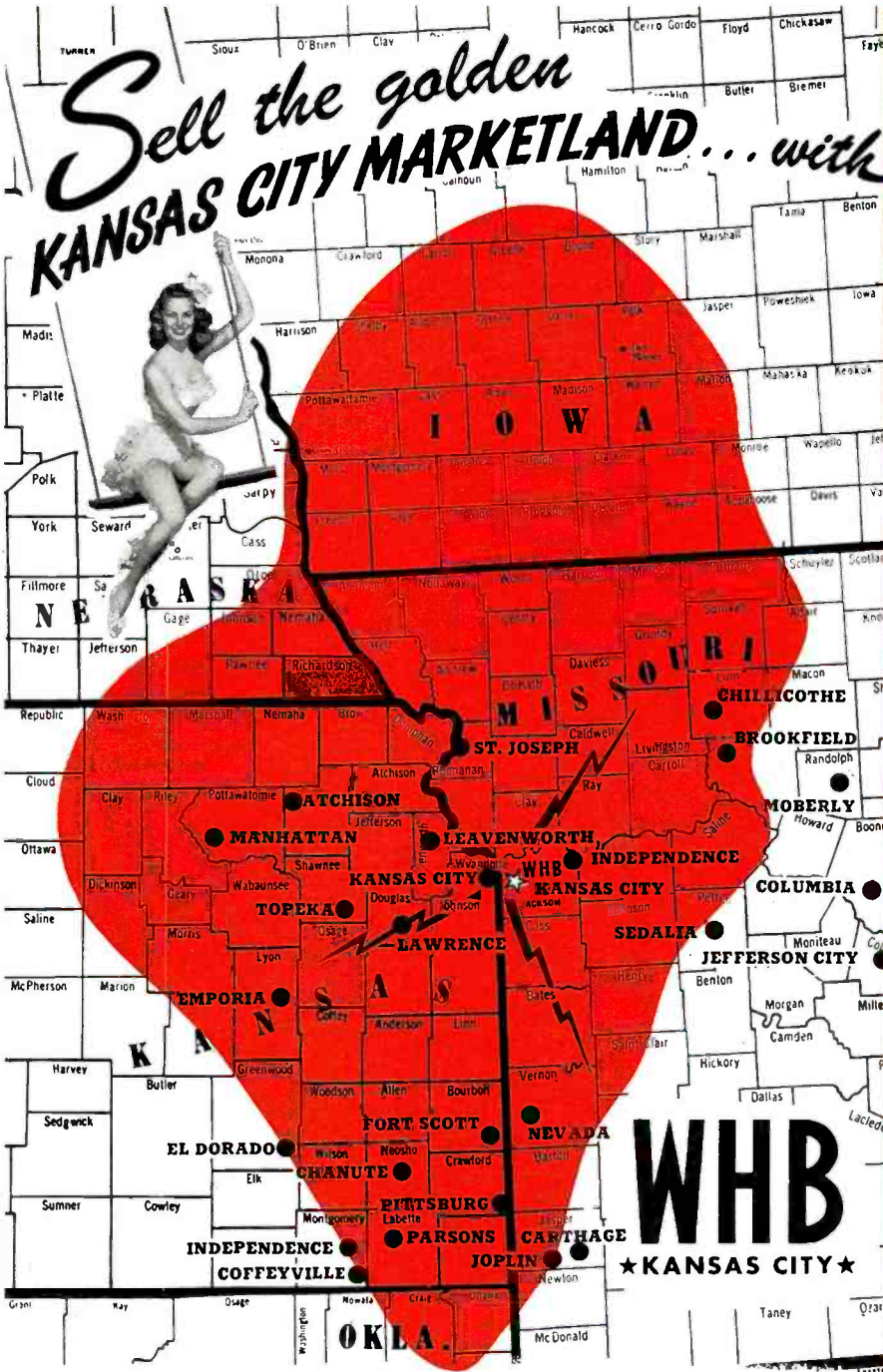
**FM STATIONS**

City	Call Letters	Freq- ency (Mc)	Chan- nel (No.)	Pow- er (Kw)
Kennett	KBOA	98.9	255	6.9
Poplar Bluff	KWOC-FM	94.5	233	9.6
St. Joseph	KFEQ-FM	92.3	222	63
St. Louis	KSLH	91.5	218	12.5
	KXOK-FM	93.7	229	16
	WEW-FM	95.1	236	68
	KSD-FM	96.1	241	34
	WIL-FM	97.3	247	32.3
Independence	KIMO-FM	104.3	282	9.1
Jefferson City	KWGD	98.1	251	218
	KWK-FM	99.1	256	360
Joplin	KUBR	106.7	294	40
Kansas City	KBGS-FM	107.5	298	--
	KCFM	94.9	235	54
	KOZY	98.1	251	9.7
	KMBC-FM	100.5	263	470
	WHB-FM	102.1	271	46
Sedalia	KDRO-FM	99.7	259	13.2
Springfield	KTTS-FM	94.7	234	11
Ste. Genevieve	KSGM-FM	105.7	289	--

**TV STATIONS**

City and Status Applicant	Call Letters	Channel No.	City and Status Applicant	Call Letters	Channel No.
St. Joseph	12, 13		St. Joseph	12, 13	
A-H KFEQ Inc.		13	A-H KFEQ Inc.		13
A-H Midland Bcstg. Co.		13	A-H Midland Bcstg. Co.		13
St. Louis	4, 5, 7, 9, 13		St. Louis	4, 5, 7, 9, 13	
A-H Globe Democrat Pub. Co.		13	A-H Globe Democrat Pub. Co.		13
A-H New England Tele. Co.		4	A-H New England Tele. Co.		4
A-H Thos. Patrick Inc.		9	A-H Thos. Patrick Inc.		9
O Pulitzer Pub. KSD-TV		5	O Pulitzer Pub. KSD-TV		5
Co.			Co.		
A-H St. Louis U.		7	A-H St. Louis U.		7
A-H Star-Times Pub. Co.		4	A-H Star-Times Pub. Co.		4
A 20th Century-Fox		9	A 20th Century-Fox		9
Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.			Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.		

# Sell the golden KANSAS CITY MARKETLAND... with



# W H B

Population	3,287,737
Total Families	1,023,550
Radio Families	984,760
Home Phones	578,300
Farm Population	1,008,228
Average Income	\$3,904
Registered Autos	704,500
Food Stores	11,943
General Stores	701
General Mds. Stores	1,281
Apparel Stores	2,340
Furniture Stores	1,436
Auto Retail Stores	2,287
Filling Stations	9,293
Lumber, Building & Hardware Stores	3,826
Eating and Drinking Places	7,939
Drug Stores	1,951
Other Stores	5,468
Retail Sales	\$2,983,895



## NOTE regarding BMB

(September 1, 1948)

MAPS published by Broadcast Measurement Bureau DO NOT SHOW THE PRESENT WHB. They were made when WHB operated daytime only on 880 kilocycles with 1,000 watts power. The new WHB operates on 710 kilocycles with 10,000 watts power daytime and 5,000 watts at night.

PLEASE DO NOT USE BMB MAPS WHEN EVALUATING WHB COVERAGE. WHB is a BMB subscriber and new BMB maps including the new WHB will be available in 1949.

## ● Primary Coverage . . . to the .5 Millivolt Contour

ISSUED SEPTEMBER 1, 1948 • ALL STATISTICS BASED ON 1940 CENSUS

Reach MORE THAN 3 1/4 Million People with WHB in Kansas City

## MISSOURI RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adair	6,540	93.7	6,130	2,310	2,339	805	6,611	15,340
Andrew	4,030	95.5	3,850	2,064	415	117	3,140	4,502
Atchison	3,710	96.0	3,560	2,272	1,108(1)	318(1)	5,992	7,652
Andrain	7,240	94.1	6,810	3,496	5,079	2,191	8,155	15,618
Barry	6,660	92.5	6,160	1,704	1,225	351	6,836	9,430
Barton	4,600	92.2	4,240	1,374	822	280	4,710	5,984
Bates	6,240	92.1	5,750	2,886	1,051	376	4,788	9,078
Benton	3,130	90.4	2,830	1,356	331	77	3,001	4,354
Bollinger	2,830	85.5	2,420	250	221	35	1,416	2,427
Boone	10,860	89.3	9,700	5,886	5,275	1,883	13,171	33,930
Buchanan	29,200	94.9	27,720	14,959	22,450	9,966	55,087	94,938
Butler	8,720	86.1	7,510	1,734	2,912	909	7,452	16,692
Caldwell	3,970	94.0	3,730	2,108	466	125	3,371	6,244
Callaway	5,700	91.4	5,210	2,506	2,107	719	4,622	10,356
Camden	2,370	90.3	2,140	268	399(2)	100(2)	2,024	2,298
Cape Girardeau	10,740	93.9	10,080	5,725	7,619	2,718	14,987	31,972
Carroll	5,380	94.1	5,060	3,133	891	239	7,016	9,040
Carter	1,470	86.4	1,270	148	731(3)	160(3)	593	1,686
Cass	6,640	92.9	6,170	3,697	1,325	395	7,565	10,727
Cedar	3,710	90.0	3,340	1,363	694(4)	137(4)	2,788	3,927
Chariton	5,270	93.9	4,950	2,929	749	235	5,286	7,577
Christian	3,980	91.7	3,650	1,410	999(5)	246(5)	2,558	3,723
Clark	3,350	92.5	3,100	1,641	1,034(6)	308(6)	2,685	4,483
Clay	10,120	95.5	9,660	2,959	9,986	4,566	14,418	29,272
Clinton	4,430	93.7	4,150	2,010	922	256	5,463	8,949
Cole	9,150	95.1	8,700	6,750	5,568	2,132	22,107	30,532
Cooper	5,090	91.7	4,670	2,662	2,054	673	6,020	10,727
Crawford	3,200	87.5	2,800	1,341	719	241	2,306	5,224
Dade	3,490	92.0	3,210	1,069	1,080(7)	273(7)	2,496	3,409
Dallas	3,610	90.6	3,270	489	178	42	2,223	2,779
Daviess	4,440	92.8	4,120	1,513	546	138	3,687	4,816
De Kalb	3,190	94.4	3,010	1,350	266	55	3,790	3,723
Dent	3,230	89.8	2,900	618	831	232	3,134	5,707
Douglas	3,350	89.0	2,980	317	364(8)	92(8)	1,947	3,575

(Continued on page 140)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

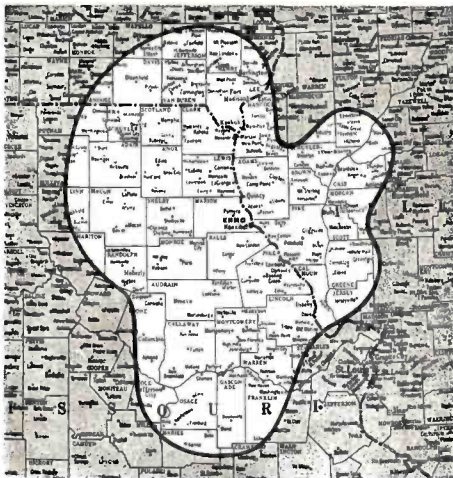
**KHMO** *Now on* **1070 KC**  
SERVING THE RICH TOP STATE AREA  
**5000 WATTS**  
1000 WATTS AT NITE

**OFFERS  
NATIONAL  
ADVERTISERS**



A 42 county market in Iowa, Illinois and Missouri with 239,960 radio homes with an annual retail sales of \$552,882,000.

**KHMO is the only station in Hannibal . . . 120 miles from St. Louis . . . an "independent" area, sales-wise, which includes a 42 county primary. KHMO completely blankets Hannibal, Mo. and Quincy, Ill. day and nite. John Pearson Co. can give you the full details.**



**MUTUAL  
NETWORK**

National  
Representatives  
John E. Pearson Co.

WAYNE W. CRIBB  
General Manager

5000 Watts (d)  
1000 Watts (n)

### MISSOURI RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Cape Girardeau	Cape Girardeau	5 600	94.8	5 310	Con
Carthage	Jasper	3 460	94.5	3 270	Con
Clayton	St. Louis	4 050	99.5	4 030	
Columbia	Boone	6 140	94.5	5 800	Con
Flat River	St. Francois	1 590	95.6	1 520	
Hannibal	Marion	6 830	94.4	6 450	Con
Independence	Jackson	5 190	96.9	5 030	
Jefferson City	Cole	6 160	96.9	5 970	Con
Joplin	Jasper	12 280	93.2	11 440	Con
Kansas City	Jackson	131 360	96.9	127 310	Con - Hooper
Kennett	Dunklin	1 970	87.3	1 720	
Kirksville	Adair	3 440	94.8	3 260	Con
Mexico	Audrain	3 000	94.7	2 840	
Moberly	Randolph	4 470	95.1	4 250	
Poplar Bluff	Butler	3 280	93.3	3 060	Con
Rolla	Phelps	1 590	91.8	1 460	
St. Joseph	Buchanan	23 360	94.8	22 150	Con
St. Louis	St. Louis	252 730	97.0	245 150	Con - Hooper
Sedalia	Pettis	6 750	93.5	6 310	Con
Springfield	Greene	20 060	94.8	19 020	Con
Ste. Genevieve	Ste. Genevieve	740	97.3	720	
University City	St. Louis	9 830	99.6	9 790	
West Plains	Howell	1 250	91.2	1 140	

**The steadily-increasing audience of KSD-TV is a substantial segment of *buying power*...men, women and children who are no longer merely *fascinated* by the *novelty* of Television, but to whom the new medium has become an accepted, reliable source of information on products and services which are being offered for sale.**

**This is a fact borne out by the steadily-increasing number of KSD-TV advertisers who are renewing or extending their original contracts.**

**St. Louis' geographical location in the center of the rich middle-west, and St. Louis' acknowledged reputation for economic stability, high purchasing power and product loyalty, make the area served by KSD-TV the nation's *number one test market for selling by Television.***

**For details regarding schedules and availabilities, write or call KSD-TV or Free & Peters, Incorporated.**

# **KSD-TV**

**The St. Louis Post-Dispatch Television Station**

**Channel No. 5**

**Originating Station for the National Broadcasting Company's Midwest Television Network**

**BROADCASTING • Telecasting**

**October 11, 1948 • Page 139**

MISSOURI RADIO MARKET DATA BY COUNTIES

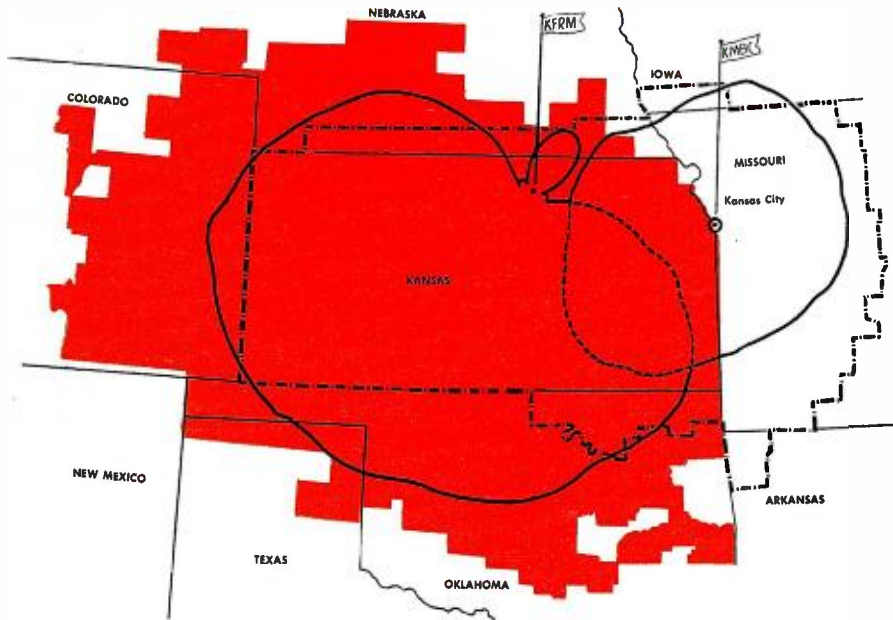
(Continued from page 138)

County	1948 Total	Per Cent	1948 Radio	Tel. Homes	Employment	Taxable pay-	Bank Deposits	Retail Sales
	Families	Radio	Families	Jan. 1, 1945	Mid-March 1946	rolls—Jan. to Mar. '46, in 1,000's	1944, 1,000's	1947, 1,000's
Dunklin	10,510	89.9	9,450	1,405	2,578	786	13,466	23,490
Franklin	10,350	92.7	9,590	4,514	6,369	2,619	11,421	21,120
Gasconade	3,860	89.9	3,470	1,870	1,432	469	2,783	6,448
Gentry	4,320	95.8	4,140	2,390	1,289(9)	424(9)	4,381	6,151
Greene	29,410	94.5	27,800	13,996	19,116	7,711	36,402	98,200
Grundy	5,190	93.6	4,860	2,212	1,176	358	5,174	9,300
Harrison	5,160	93.6	4,830	2,120	1,008(10)	297(10)	5,309	8,689
Henry	6,960	92.2	6,420	3,700	2,148	787	6,802	12,857
Hickory	2,360	91.1	2,150	366	----(2)	----(2)	1,186	1,278
Holt	3,890	94.6	3,680	2,501	----(1)	----(1)	4,432	5,651
Howard	3,870	92.2	3,570	1,755	616	171	4,241	6,021
Howell	6,230	87.0	5,420	1,174	1,588	447	7,255	10,727
Iron	2,670	86.5	2,310	449	2,165(11)	920(11)	2,040	3,409
Jackson	157,340	97.0	152,650	94,756	180,485	91,881	462,180	734,381
Jasper	25,820	93.3	24,080	9,711	16,682	7,162	35,345	77,647
Jefferson	9,400	94.7	8,900	2,701	3,250	1,279	8,414	17,730
Johnson	6,840	92.3	6,310	3,603	1,568	503	7,839	11,505
Knox	2,940	93.5	2,750	1,479	714(12)	295(12)	2,559	3,317
Laclede	4,760	89.3	4,250	1,500	1,525	482	5,610	8,615
Lafayette	8,760	92.9	8,140	4,607	2,708	872	10,781	16,285
Lawrence	7,920	92.3	7,310	2,255	1,659	627	4,378	10,356
Lewis	3,880	94.6	3,670	2,282	----(6)	----(6)	3,913	5,207
Lincoln	4,610	93.1	4,290	1,842	961	296	4,682	7,448
Linn	7,030	93.6	6,580	4,139	1,832	521	7,718	13,454
Livingston	5,390	94.2	5,080	2,430	1,996	629	6,448	12,191
McDonald	4,270	90.2	3,850	595	388	108	3,024	5,892
Macon	6,900	92.9	6,410	3,164	1,351	392	6,298	13,541
Madison	2,650	87.2	2,310	524	----(11)	----(11)	2,541	4,464
Maries	2,030	84.7	1,720	465	186	57	1,202	1,093
Marion	10,010	94.6	9,470	5,161	6,360	2,302	12,940	25,807
Mercer	2,510	94.0	2,360	690	----(10)	----(10)	2,152	3,483
Miller	3,960	90.2	3,570	1,369	827	269	3,909	6,448
Mississippi	5,020	85.1	4,270	782	1,806	534	5,363	10,449
Moniteau	3,810	91.9	3,500	2,264	711	221	3,904	6,059
Monroe	4,250	93.6	3,980	2,312	958	294	4,597	6,929
Montgomery	4,160	93.0	3,870	2,562	684	180	4,169	5,540
Morgan	3,320	90.7	3,010	1,300	481	134	1,584	5,206
New Madrid	8,670	89.6	7,770	748	1,740	552	6,475	14,673
Newton	8,480	92.0	7,800	1,859	3,399	1,231	7,255	12,246
Nodaway	7,920	94.6	7,490	5,117	1,530	477	10,163	15,915
Oregon	3,440	86.6	2,980	802	564(14)	141(14)	2,087	3,946
Osage	3,450	86.4	2,980	1,138	737	191	2,000	3,002
Ozark	2,590	83.0	2,150	88	----(8)	----(8)	1,309	1,501
Pemiscot	9,910	85.4	8,460	1,066	2,430	748	8,702	20,972
Perry	3,990	88.7	3,540	1,613	1,638	576	5,578	7,410
Pettis	10,760	93.1	10,020	4,899	4,961	1,670	11,301	23,973
Phelps	5,590	87.5	4,890	3,550	2,123	643	3,921	10,653
Pike	6,040	93.0	5,620	2,964	1,739	539	5,617	10,375
Platte	4,110	94.2	3,870	1,776	613	169	5,353	6,521
Polk	5,200	91.2	4,740	2,317	----(7)	----(7)	4,566	7,262
Pulaski	2,490	92.4	2,300	771	685	199	3,328	4,706
Putnam	3,380	92.9	3,140	1,216	321	81	2,683	3,520
Ralls	2,920	93.8	2,740	1,173	209	53	1,182	2,649
Randolph	8,390	93.7	7,860	3,786	3,106	989	9,156	16,711
Ray	5,500	93.5	5,140	1,965	793	232	4,762	7,745
Reynolds	2,040	84.3	1,720	73	----(3)	----(3)	777	1,722
Ripley	2,680	86.2	2,310	185	382	89	814	3,668
St. Charles	7,010	94.7	6,640	2,859	2,953	1,230	11,643	17,044
St. Clair	3,730	90.6	3,380	864	----(4)	----(4)	2,466	3,687
St. Francois	9,840	94.3	9,280	3,348	6,847	3,560	7,831	23,215
St. Louis	334,100	97.4	325,560	25,025	22,462	10,306	81,706	(a)1,267,795
St. Louis City	252,730	97.0	245,150	159,061	370,943	190,605	928,997	(a)
Ste. Genevieve	2,850	91.9	2,710	1,055	1,069	416	3,089	4,928
Saline	8,520	93.0	7,920	3,734	4,271	1,555	10,399	16,415
Schuyler	2,120	94.8	2,010	1,345	254	74	2,393	3,186
Scotland	2,840	94.7	2,690	1,481	----(12)	----(12)	2,644	4,095
Scott	8,470	92.2	7,810	2,307	3,861	1,336	9,014	16,434
Shannon	2,770	85.6	2,370	154	----(14)	----(14)	894	2,594
Shelby	3,850	94.3	3,630	2,632	585	156	3,897	6,244
Stoddard	7,720	90.4	6,980	1,165	1,729	517	4,692	10,098
Stone	3,200	86.6	2,770	306	----(5)	----(5)	1,612	2,890
Sullivan	4,220	92.9	3,920	1,923	429	97	2,886	4,020
Taney	2,770	86.6	2,400	356	----(5)	----(5)	1,528	3,317
Texas	5,540	89.2	4,940	663	1,597(13)	413(13)	3,936	7,466
Vernon	7,460	91.7	6,840	3,127	1,432	442	7,476	12,988
Warren	2,530	91.7	2,320	1,394	729	259	3,130	3,335
Washington	4,380	84.6	3,690	464	984	298	2,855	4,687
Wayne	2,660	86.1	2,290	172	----(3)	----(3)	1,228	3,976
Webster	4,830	92.1	4,450	1,562	538	149	2,720	7,318
Worth	1,890	94.7	1,790	1,345	----(9)	----(9)	2,261	2,927
Wright	4,470	89.9	4,020	915	----(13)	----(13)	3,749	7,559

(1) Includes Atchison and Holt Counties. (2) Includes Camden and Hickory Counties. (3) Includes Carter, Reynolds & Wayne Counties. (4) Includes Cedar and St. Clair Counties. (5) Includes Christian, Stone and Taney Counties. (6) Includes Clark and Lewis Counties. (7) Includes Dade and Polk Counties. (8) Includes Douglas and Ozark Counties. (9) Includes Gentry and Worth Counties. (10) Includes Harrison and Mercer Counties. (11) Includes Iron and Madison Counties. (12) Includes Knox and Scotland Counties. (13) Includes Texas and Wright Counties. (14) Includes Oregon and Shannon Counties. (a) St. Louis County is combined with the independent city of St. Louis.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# The **KMBC-KFRM** Team Provides **COVERAGE!**



Broken line shows Kansas City's primary trade territory as determined by Dr. W. D. Bryant, Kansas City researchist.

Black lines show the proved .5 millivolt contour of KMBC and KFRM.

Red shows concentrated KFRM listener area as determined by summer mail count on this station only. Mail received from 253 counties in 11 states.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage of the great Kansas City trade area.

With programming from Kansas City, the Team has a potential audience within the proved 0.5 mv/m contour, as illustrated, of 3,659,828 people... all important consumers in this rich Heart of America market.

The KMBC-KFRM Team provides, too, for the first time, valuable service to the listeners in this territory. Market broadcasts come direct from the Kansas City Stockyards, grain, poultry and produce quotations are right up to the minute, and practical programs on agricultural problems are daily features direct from the KMBC-KFRM Service Farm.

## The **KMBC-KFRM** Team Serves **3,659,828\*** People

\* 1940 Census

7th Oldest CBS Affiliate

# KMBC

OF KANSAS CITY  
5000 on 980



Represented Nationally by  
**FREE & PETERS, INC.**

Programmed from Kansas City

# KFRM

For Kansas Farm Coverage  
5000 on 550

**OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY**



See page 3 for key to map.

### MONTANA

#### AM STATIONS

City	Fre-quency	Power	Net-work	City	Fre-quency	Power	Net-work	City	Fre-quency	Power	Net-work
Anaconda	KANA	1230	250	Helena	KXLJ	1240	250	Shelby	*KMSU	1400	250
Billings	KBMY	1240	250	Glendive	*KXGN	1400	250	Kalispell	KGEZ	1340	250
Bozeman	KGHL	790	5,000	Great Falls	KFBB	1310	5,000	Lewiston	KXLO	1230	250
Butte	KXLQ	1450	250		*KGFM	1150	5,000	Livingston	KPRK	1340	250
	KBOW	1490	250		*KMON	560	5,000	Miles City	KRJF	1340	250
	KOPR	550	1,000		KXLK	1400	250	Missoula	KGVO	1290	5,000-LS
	*KYES	610	1,000	Havre	KAVR	1240	250				
					KOJM	730	1,000-D				

\* Construction Permit.

### MONTANA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Beaverhead	1,690	94.7	1,600	610	579	219	6,100	8,584
Big Horn	2,240	96.4	2,160	247	431	156	3,005	6,819
Blaine	2,380	96.6	2,300	299	671	208	4,283	8,536
Broadwater	910	95.6	870	185	246	88	1,065	2,762
Carbon	2,820	96.8	2,730	541	794	400	4,127	6,274
Carter	880	96.6	850	38	103	39	678	952
Cascade	9,810	97.6	9,570	6,458	9,459	4,857	36,896	59,611
Chouteau	2,220	98.2	2,180	494	358	113	4,489	4,463
Custer	2,600	96.5	2,510	1,408	1,570	624	6,487	10,815
Daniels	1,240	98.4	1,220	164	268	92	3,749	3,168
Dawson	1,930	97.9	1,890	720	866	296	6,398	7,084
Deer Lodge	3,210	97.8	3,140	1,493	3,309	1,962	5,311	14,004
Fallon	890	96.6	860	206	251	111	2,150	2,481
Fergus	3,790	97.4	3,690	1,368	1,621	631	8,230	12,564
Flathead	5,790	97.6	5,650	2,133	2,901	1,112	12,280	24,464
Gallatin	4,590	96.9	4,450	2,418	2,197	912	12,218	23,136
Garfield	840	96.4	810	(A-1)	69	16		843
Glacier	2,320	95.3	2,210	645	1,125	517	3,292	9,270

(Continued on page 144)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



*The Formula  
For Coverage*

**POWER  
+ FREQUENCY  
+ CONDUCTIVITY**

<b>POWER</b>	<b>5000 W.</b>	No station in Montana or Wyoming has greater power than KGHL.
<b>FREQUENCY</b>	<b>790 kc.</b>	KGHL is the only NBC station in Montana and Wyoming with a frequency under 1200 kc.
<b>CONDUCTIVITY</b>	<b>FAVORABLE</b>	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
<b>COVERAGE</b>	<b>MAXIMUM</b>	No other station can match KGHL's coverage* of Montana and Northern Wyoming.  <div style="text-align: center;"> <p>KGHL Primary Area</p> <p>*Population ..... 326,777</p> <p>Retail Sales ..... \$ 224,033,000</p> <p>Radio Homes ..... 79,641</p> <p>Source: Katz Research Bureau</p> </div>



# KGHL

**THE DOMINANT STATION**

**in MONTANA and NORTHERN WYOMING**

**Represented by THE KATZ AGENCY**

MONTANA RADIO MARKET DATA BY COUNTIES

(Continued from page 142)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Golden Valley	510	---	510	85	11	3	---	484
Granite	910	96.7	880	262	243	102	795	3,059
Hill	3,060	97.7	2,990	1,295	1,477	602	8,360	15,221
Jefferson	1,060	97.2	1,030	199	171	47	812	2,903
Judith Basin	1,110	97.3	1,080	93	84	27	1,788	2,185
Lake	3,390	97.3	3,300	242	787	283	3,507	7,833
Lewis and Clarke	5,390	97.0	5,230	3,809	4,232	2,040	16,815	32,435
Liberty	620	96.8	600	70	87	31	---	1,498
Lincoln	1,950	96.9	1,890	542	956	353	1,641	4,603
McCone	1,160	96.6	1,120	39	60	22	1,312	2,341
Madison	1,980	97.0	1,920	399	356	128	1,283	3,386
Meagher	650	96.9	630	106	107	28	1,309	2,028
Mineral	600	96.7	580	(A-1)	121	49	---	1,108
Missoula	6,610	97.3	6,430	4,570	5,045	2,127	15,606	38,855
Musselshell	1,470	97.3	1,430	436	888	617	1,645	4,495
Park	2,970	96.6	2,870	1,441	1,053	370	5,482	10,849
Petroleum	370	97.3	360	6	73	34	---	530
Phillips	2,250	96.9	2,180	306	364	132	3,150	5,774
Pondera	1,760	97.2	1,710	437	426	158	3,671	5,993
Powder River	750	96.0	720	(A-1)	56	20	1,279	1,014
Powell	1,380	97.1	1,340	580	554	305	3,252	5,010
Prairie	760	96.1	730	113	117	34	1,725	1,483
Ravalli	3,300	97.0	3,200	1,114	793	275	4,606	8,317
Richland	2,430	97.1	2,360	695	836	306	5,109	7,584
Roosevelt	2,280	97.4	2,220	691	624	204	6,687	7,881
Rosebud	1,740	96.0	1,670	289	444	241	1,483	4,542
Sanders	1,760	96.0	1,690	323	385	122	1,859	3,449
Sheridan	2,280	97.8	2,230	416	372	131	4,464	3,839
Silver Bow	12,690	97.4	12,360	7,169	12,102	6,932	36,178	65,699
Stillwater	1,630	97.5	1,590	362	342	167	2,032	3,652
Sweet Grass	950	96.8	920	422	192	52	2,348	2,652
Teton	2,210	97.7	2,160	243	350	111	2,761	5,025
Toole	1,580	97.5	1,540	448	980	446	4,064	7,054
Treasure	380	94.7	360	40	90	32	796	889
Valley	3,910	97.7	3,820	765	771	305	5,134	13,726
Wheatland	900	97.8	880	298	230	91	1,827	3,230
Wibaux	620	---	620	62	78	28	1,251	858
Yellowstone	9,270	97.6	9,050	6,208	8,555	3,983	30,881	56,179
Yellowstone National Park	10	---	10	---	---	---	---	---

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

MARKET INDICATORS FOR MONTANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	488,000	'47	559,456	'40
BMB Families	138,800	'48	148,400	'46
Per Cent Radio	97.2	'48	92.3	'46
Radio Families	134,900	'48	137,000	'46
Number of Business Concerns (1)	9,218	'46	9,589	'39
Domestic Urban Electric Consumers	116,000	'46	97,000	'39
Private & Commercial Passenger Auto Registrations	120,102	'46	135,839	'39
Business Telephones	32,800	'46	24,000	'39
Residential Telephones	68,900	'46	38,000	'39
Nonagricultural Employment (2)	115,000	'46	112,000	'39
Total Income Payments to Individuals	\$801,000,000	'47	288,000,000	'39
Per Capita Income Payments	\$ 1,641	'47	515	'39
Sales of U. S. Savings Bonds (Series E) (3)	\$ 23,198,000	'46	6,755,000	'41
Bank Deposits	\$531,000,000	'46	150,000,000	'39
Drug Store Sales	\$ 15,627,000	'46	7,050,000	'39
Gross Postal Receipts (4)	\$ 3,646,000	'46	2,723,000	'39
Total Private Construction	\$ 24,400,000	'46	13,300,000	'39

CLASSIFICATIONS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Private Residential Building	\$ 7,700,000	'46	4,900,000	'39
Private Nonresidential Building	\$ 5,900,000	'46	2,200,000	'39
Farm Construction	\$ 4,000,000	'46	2,000,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

MONTANA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Anaconda	Deer Lodge	2 440	98.0	2 390	Con
Billings	Yellowstone	5 130	97.5	5 000	Con
Bozeman	Gallatin	1 940	96.4	1 870	Con
Butte	Silver Bow	8 760	96.9	8 490	Con
Great Falls	Cascade	6 720	97.8	6 570	Con
Havre	Hill	1 280	98.4	1 260	Con
Helena	Lewis and Clark	3 600	96.9	3 490	Con
Kalispell	Flathead	1 890	97.4	1 840	Con
Lewiston	Fergus	1 280	96.9	1 240	Con
Livingston	Park	1 450	97.2	1 410	Con
Miles City	Custer	1 590	96.9	1 540	Con
Missoula	Missoula	4 080	97.1	3 960	Con
Shelby	Toole	530	96.2	510	Con
Sidney	Richland	590	96.6	570	Con

THE MOSBY STATIONS  
are your  
BEST SALES IMPLEMENT  
in  
MONTANA

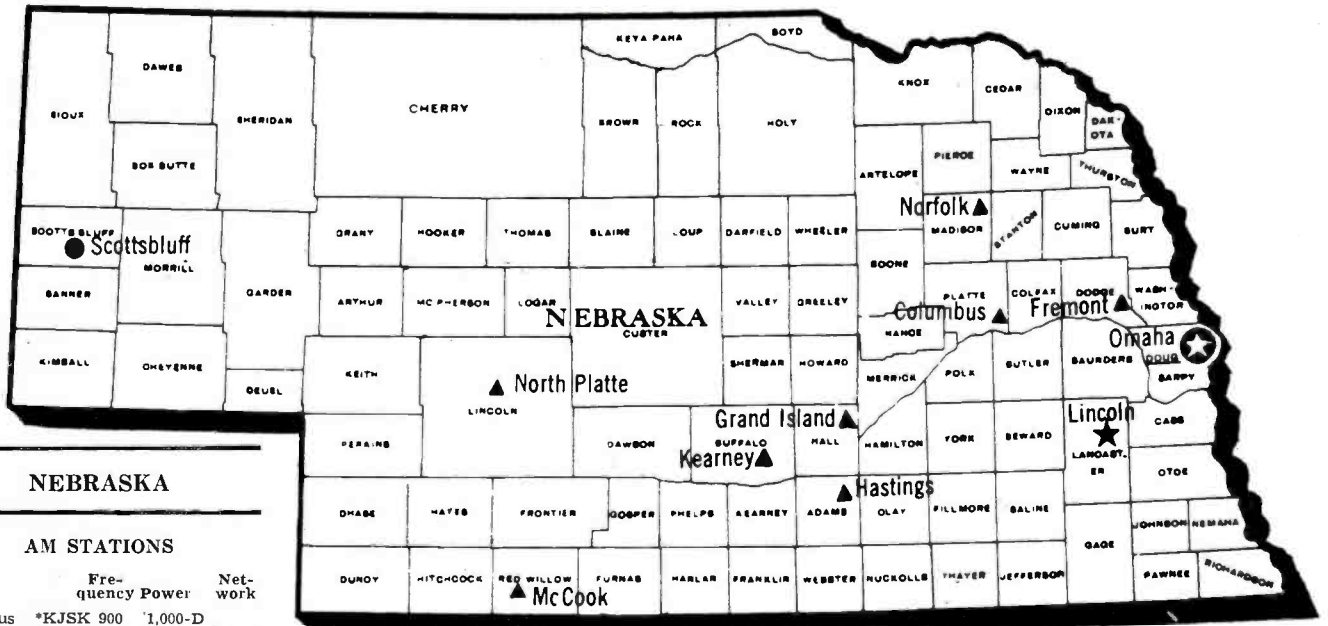
The ART MOSBY STATIONS

**KGVO** ANACONDA BUTTE 250 W  
**KANA** GREAT FALLS 5 KW  
**KGFM** IN PROGRESS

MISSOULA MONTANA

Know Montana

Montana's 55,000 farms and ranches have a combined worth of more than \$450,000,000. Of the total potential water power of the 48 states, Montana contains more than 10%. Annually 1/2 billion feet of lumber are cut in Montana. During 1942-45 Montana led all states in per capita purchase of U. S. Savings Bonds!



See page 3 for key to map.

**NEBRASKA**

**AM STATIONS**

City	Frequency	Power	Net-work
Columbus	*KJSK	900	1,000-D
Fremont	KORN	1340	100 MBS-KBS
Grand Island	KMMJ	750	1,000-D ABC L-WSB
Hastings	KHAS	1230	250 MBS-KBS
Kearney	KGFW	1340	250 MBS-KBS
Lincoln	KFOR	1240	250 ABC
	KOLN	1400	250 MBS
	*KLMS	1480	1,000
McCook	KBRL	1450	250 MBS
Norfolk	WJAG	780	1,000-LS 1,000-N-L
North Platte	KODY	1240	250 KBS

City	Frequency	Power	Net-work
Omaha	KBON	1490	250 MBS
	KFAB	1110	50,000 CBS
	KOIL	1290	5,000 ABC
	KOWH	660	500-D
	WOW	580	5,000 NBC
Scottsbluff	KNEB	970	500-D
	KOLT	1320	1,000CBS-KBS

\* Construction Permit.

**MORE Advertisers**  
**USE KOIL THAN**  
**Any Other Station in**  
**Omaha and Council Bluffs**

**BASIC ABC • 5000 WATTS**

*Represented by*

**EDWARD PETRY CO., INC.**

## NEBRASKA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	6,430	96.0	6,170	3,866	4,802	2,162	14,083	23,471
Antelope	4,020	94.8	3,810	1,468	465	126	3,319	7,476
Arthur	250	92.0	230	(A-1)	19	2	---	229
Banner	410	97.6	400	(A-1)	(Not listed in Booklet)			146
Blaine	410	95.1	390	149	32	8	461	621
Boone	3,310	94.9	3,140	1,728	445	120	3,538	6,953
Box Butte	2,920	96.2	2,810	1,721	1,355	513	9,344	12,649
Boyd	1,700	93.5	1,590	525	214	49	1,325	3,786
Brown	1,570	94.3	1,480	724	384	111	1,916	4,553
Buffalo	7,060	94.2	6,650	3,593	2,316	723	9,851	22,715
Burt	3,730	96.8	3,610	2,044	813	276	6,457	8,634
Butler	3,930	93.6	3,680	1,843	540	150	4,796	5,746
Cass	5,160	95.3	4,920	2,729	982	328	6,988	8,275
Cedar	4,120	96.4	3,970	2,137	600	137	5,163	8,585
Chase	1,430	94.4	1,350	662	405	126	3,625	5,093
Cherry	2,630	94.7	2,490	655	422	135	4,213	7,165
Cheyenne	2,550	96.1	2,450	1,444	922	360	6,247	9,891
Clay	3,100	94.8	2,940	1,060	507	142	2,786	4,635
Colfax	3,340	94.6	3,160	1,913	658	213	3,454	7,899
Cuming	3,890	96.4	3,750	1,870	781	239	7,450	9,776
Custer	6,120	94.3	5,770	2,867	1,077	288	7,433	14,869
Dakota	2,680	94.4	2,530	900	764	240	1,658	4,749
Dawes	2,820	96.5	2,720	1,491	1,075	334	4,892	10,185
Dawson	5,280	95.5	5,040	2,709	1,900	678	9,581	19,203
Deuel	930	96.8	900	506	238	73	2,324	2,911
Dixon	2,990	96.3	2,880	1,895	310	94	3,307	5,370

(Continued on page 148)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# SELL A BILLION \$\$ MARKET with

# 341

**hometown stations**

**market areas**

**low rate**

**KORN**  
Fremont  
100 WATTS

**KOLN**  
Lincoln  
250 WATTS

**KBON**  
Omaha  
250 WATTS

**THE INLAND GROUP**

**KBON  
KOLN  
KORN**

**THE INLAND BROADCASTING COMPANY**  
General Offices  
Saunders-Kennedy Bldg.  
Omaha 2, Nebraska  
Paul R. Fry, Vice President and  
General Manager

03-MV/M Contour Computed from engineering data furnished the commission by Inland Engineering Department & Commercial Radio Equipment Co.

Facts "will out". And here are the facts! Three "hometown" stations (the kind folks listen to) with a plus of a rich farm market now available as a package network. One low rate to reach an area equal to 67% of the people, 64% of the buying power of the entire state of Nebraska. Almost a Billion Dollar Market you can reach... for less with the Inland Group. Wire or write for immediate availabilities.

FM STATIONS				TV STATIONS			
City	Call Letters	Freq. (Mc)	Power (Kw)	Status	City and Applicant	Call Letters	Channel No.
Lincoln	KFAB-FM	97.9	250	12	Omaha 3, 6, 7	A-H Central States Bestg. Co.	7
	KFOR-FM	102.9	275	22		A-H KFAB Bestg. Co.	7
						CP May Bestg. Co. (KMA-TV)	3
Omaha	KBON-FM	98.7	254	330		CP Radio Station (WOW-TV)	6
	KOAD	92.9	225	380		WOW	
	KWOW	99.9	260	42			
		104.1	281				

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

### NEBRASKA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Beatrice	Gage	3 220	96.0	3 090	
Fremont	Dodge	3 470	96.8	3 360	Con
Grand Island	Hall	5 470	96.5	5 280	Con
Hastings	Adams	4 310	97.2	4 190	Con
Kearney	Buffalo	2 760	94.2	2 600	
Lincoln	Lancaster	24 620	97.8	24 090	Con - Hooper
Norfolk	Madison	3 010	96.3	2 900	Con
North Platte	Lincoln	3 380	96.4	3 260	Con
Omaha	Douglas	62 110	97.3	60 450	Con - Hooper
Scottsbluff	Scotts Bluff	3 080	94.5	2 910	Con

# K B R L

Listeners of KBRL enjoy the second largest spendable income in Nebraska averaging \$5,380 per family! (S. M.)

Low Power Cost—High Power Coverage

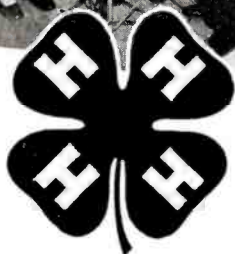
Represented by Friedenbergl Agency

**MUTUAL** **McCOOK, NEBRASKA**

# BIG!



The BIGGEST four-leaf clover in the world symbolizes 4-H Clubs. In step with Nebraska's progressive 4-H program is the BIG radio station KFAB and KFAB's Farm Service Director, Bill Macdonald, who covers events from county poultry shows to the BIGGEST 4-H Baby Beef Exposition in the world held annually at Omaha's Ak-Sar-Ben. And each year KFAB sponsors a public speaking contest for 4-H members. To make sure of BIG results in this BIG area and BIG market, use the BIG radio station, KFAB.



# 50,000 WATTS KFAB

*Your Columbia Station*

## OMAHA, NEBRASKA

Represented by **FREE & PETERS, INC.**

General Manager, **HARRY BURKE**

MARKET INDICATORS FOR NEBRASKA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	1,284,000	'47	1,315,834	'40
BMB Families -----	375,300	'48	350,800	'46
Per Cent Radio -----	95.7	'48	91.6	'46
Radio Families -----	359,100	'48	321,200	'46
Number of Business Concerns (1)	23,219	'46	27,008	'39
Domestic Urban Electric Consumers	252,000	'46	228,000	'39
Private & Commercial Passenger Auto Registrations -----	350,620	'46	343,563	'39
Business Telephones -----	83,400	'46	58,800	'39
Residential Telephones -----	256,300	'46	126,000	'39
Nonagricultural Employment (2)	245,000	'46	203,000	'39
Total Income Payments to Individuals -----	\$1,589,000,000	'47	523,000,000	'39
Per Capita Income Payments-- \$	1,238	'47	397	'39

CLASSIFICATIONS

Sales of U. S. Savings Bonds

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
(Series E) (3) -----	\$ 68,497,000	'46	7,956,000	'41
Bank Deposits -----	\$1,264,000,000	'46	335,000,000	'39
Drug Store Sales -----	\$ 36,800,000	'46	16,183,000	'39
Gross Postal Receipts (4) -----	\$ 10,043,000	'46	6,775,000	'39
Total Private Construction ----	\$ 51,500,000	'46	26,500,000	'39
Private Residential Building --	\$ 16,000,000	'46	10,400,000	'39
Private Nonresidential Building --	\$ 13,600,000	'46	3,900,000	'39
Farm Construction -----	\$ 12,300,000	'46	5,900,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed per-

sons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

NEBRASKA RADIO MARKET DATA BY COUNTIES

(Continued from page 146)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Dodge	7,390	96.5	7,130	4,459	3,570	1,308	15,633	27,516
Douglas	68,810	97.3	66,960	51,811	80,996	40,747	222,275	327,530
Dundy	1,420	93.0	1,320	541	319	84	1,381	3,215
Fillmore	3,480	94.5	3,290	1,408	553	181	5,130	5,875
Franklin	2,480	93.1	2,310	1,520	348	103	1,852	4,080
Frontier	1,920	93.2	1,790	1,067	194	51	2,574	3,117
Furnas	3,120	94.2	2,940	1,954	681	172	4,692	6,872
Gage	8,360	95.8	8,010	4,274	4,187	1,577	12,512	22,598
Garden	1,240	95.2	1,180	158	161	42	2,162	2,318
Garfield	910	93.4	850	469	175	36	1,058	2,170
Gosper	1,050	93.3	980	256	81	23	841	1,420
Grant	430	95.3	410	108	136	64	1,777	1,616
Greeley	1,720	93.6	1,610	732	194	49	1,611	3,247
Hall	7,670	95.8	7,350	4,064	6,051	2,570	18,424	33,956
Hamilton	3,130	94.2	2,940	1,719	448	140	3,299	4,880
Harlan	2,080	94.7	1,960	1,102	480	137	2,381	3,411
Hayes	800	92.5	740	82	28	8	607	523
Hitchcock	1,790	94.4	1,690	1,114	306	91	2,770	3,754
Holt	4,550	94.9	4,320	1,792	741	212	6,486	9,891
Hooker	330	93.9	310	90	110	38	738	2,335
Howard	2,520	94.0	2,370	710	283	79	2,154	3,786
Jefferson	4,600	95.2	4,380	2,125	1,301	468	8,191	11,850
Johnson	2,690	95.5	2,570	1,297	531	129	3,343	4,440
Kearney	2,180	96.3	2,100	1,168	406	126	3,058	3,330
Keith	2,190	94.1	2,060	769	853	351	4,353	9,842
Keya Paha	790	94.9	750	173	40	14	787	751
Kimball	1,130	97.3	1,100	476	295	92	2,579	3,657
Knox	4,640	94.0	4,360	1,962	623	161	4,491	8,210
Lancaster	29,620	97.3	28,810	20,871	22,380	9,359	55,948	124,817
Lincoln	6,970	95.4	6,650	3,571	2,732	1,022	10,052	29,038
Logan	450	93.3	420	223	45	8	695	914
Loup	460	93.5	430	102	34	5	436	457
McPherson	330	90.9	300	78	8	3	---	244
Madison	6,930	96.1	6,660	3,448	3,467	1,271	10,492	24,003
Merrick	2,940	95.9	2,820	1,272	612	169	2,454	6,071
Morrill	2,370	95.4	2,260	570	478	182	2,854	6,284
Nance	2,100	94.8	1,990	761	295	94	2,533	3,755
Nemaha	3,600	96.1	3,460	1,614	617	176	4,964	8,095
Nuckolls	3,030	93.1	2,820	1,334	779	251	3,978	6,056
Otoe	5,650	95.8	5,410	3,145	1,853	667	9,666	14,020
Pawnee	2,320	95.3	2,210	1,129	332	78	3,115	4,260
Perkins	1,470	95.9	1,410	388	285	100	2,840	4,603
Phelps	2,700	95.9	2,590	1,873	1,039	362	4,851	8,095
Pierce	3,020	95.4	2,880	1,229	453	125	3,021	5,973
Platte	5,270	94.9	5,000	2,530	1,967	699	8,095	15,636
Polk	2,640	95.8	2,530	1,286	316	82	3,129	3,950
Red Willow	3,370	94.7	3,190	2,179	1,391	467	7,474	14,069
Richardson	5,490	95.6	5,250	2,848	1,386	473	9,131	14,788
Rock	1,060	94.3	1,000	544	158	38	774	2,595
Saline	4,870	93.8	4,570	2,216	1,369	505	6,912	9,711
Sarpy	2,810	97.2	2,730	874	1,419	605	1,794	11,506
Saunders	5,740	95.5	5,480	2,597	997	334	9,742	43,322
Scotts Bluff	8,210	94.8	7,780	3,089	4,625	1,730	16,148	7,964
Seward	4,390	94.5	4,150	2,164	912	320	6,636	10,266
Sheridan	2,860	95.1	2,720	1,285	629	167	5,656	3,215
Sherman	2,240	92.0	2,060	460	248	64	1,229	816
Sioux	990	93.9	930	181	38	9	1,367	2,595
Stanton	2,090	95.2	1,990	683	189	57	4,880	7,818
Thayer	3,710	94.9	3,520	1,542	862	248	5,05	947
Thomas	420	95.2	400	108	17	5	2,183	4,880
Thurston	2,530	92.9	2,350	731	397	126	2,607	4,603
Valley	2,520	94.4	2,380	1,257	448	120	3,961	6,496
Washington	3,410	96.2	3,280	1,868	913	290	2,778	5,027
Wayne	2,940	97.3	2,860	1,532	594	178	172	473
Webster	2,570	93.4	2,400	1,606	405	93	---	---
Wheeler	480	93.8	450	137	10	1	---	---
York	4,530	95.6	4,330	2,625	1,293	410	6,292	11,702

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# WOW-Land

## is a *BIG* Market ....!

Total Population . . . . . **3,445,100**  
 Families . . . . . **946,200**



# WOW-Land

## is a *Quality* Market..!

1947 Retail Sales . . . **\$3,056,288,000**  
 Grocery Sales . . . \$ **700,524,000**  
 Drug Sales . . . \$ **102,535,000**  
 1947 Effective Buying Income . . . **\$4,792,195,000**  
 Average Net Effective  
 Buying Income Per Family . . . \$ **4,348**



# WOW-Land

## is a *Rich FARM* Market!

1947 Net Farm Income . . . **\$1,975,951,000**  
 Average Per Farm . . . \$ **6,213**



(All figures based on 1948 Sales Management Survey of Effective Buying Income, issued June 15, 1948).



### NO OTHER STATION SERVES THIS AREA



Write For WOW's 1948 Coverage Presentation—most complete brand-new fifty-page study.

RADIO STATION  
**WOW** INC.  
 OMAHA, NEBRASKA  
 590 KC • NBC • 5000 WATTS  
 Owner and Operator of  
**KODY AT NORTH PLATTE**  
JOHN J. GELPH, JR., PRES. & GEN'L. MGR.  
 JOHN BLAIR & CO., REPRESENTATIVES

## TWENTY-FIFTH ANNIVERSARY YEAR

# NEVADA

## AM STATIONS

City	Fre- quency	Power	Net- work
Carson			
City	*KVNC 1450	250	
Elko	*KERS 1340	250	
Ely	*KELN 1230	250	KBS
Las Vegas	KENO 1400	250	ABC
	KLAS 1230	250	CBS
	KRAM 920	1,000-D	KBS
Reno	KATO 1340	250	MBS
	KOH 630	1,000	
		CP-5,000	NBC
	KOLO 920	1,000	CBS
	KWRN 1490	250	ABC
	KXXL 1230	250	

\* Construction Permit.

## FM STATIONS

City	Call Letters	Fre- quen- cy (Mc)	Chan- nel (No.)	Pow- er (Kw)
Las Vegas	KENO-FM	103.9	280	0.33
Reno	KWRN	95.5	238	10
	KSAV	103.9	280	0.76

## MARKET INDICATORS FOR NEVADA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	139,000	'47	110,247	'40
BMB Families -----	41,600	'48	45,800	'46
Per Cent Radio -----	96.4	'48	89.3	'46
Radio Families -----	40,100	'48	40,900	'46
Number of Business Concerns(1)	2,473	'46	2,170	'39
Domestic Urban Electric Consumers -----	33,000	'46	21,000	'39
Private & Commercial Passenger Auto Registrations -----	39,117	'46	32,586	'39
Business Telephones -----	14,900	'46	5,900	'39
Residential Telephones -----	18,400	'46	8,500	'39
Nonagricultural Employment (2)	43,000	'46	34,000	'39
Total Income Payments to Individuals -----	\$256,000,000	'47	84,000,000	'39
Per Capita Income Payments --	\$ 1,842	'47	767	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 4,741,000	'46	1,381,000	'41
Bank Deposits -----	\$164,000,000	'46	41,000,000	'39
Drug Store Sales -----	\$ 5,211,000	'46	2,483,000	'39
Gross Postal Receipts (4) -----	\$ 1,271,000	'46	645,000	'39
Total Private Construction -----	\$ 19,000,000	'46	7,100,000	'39
Private Residential Building -----	\$ 10,700,000	'46	4,000,000	'39
Private Nonresidential Building -----	\$ 6,400,000	'46	1,800,000	'39
Farm Construction -----	\$ 500,000	'46	400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed per-

sons, domestics employed in private homes, vessel employees and public emergency employees. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

See page 3 for key to map.

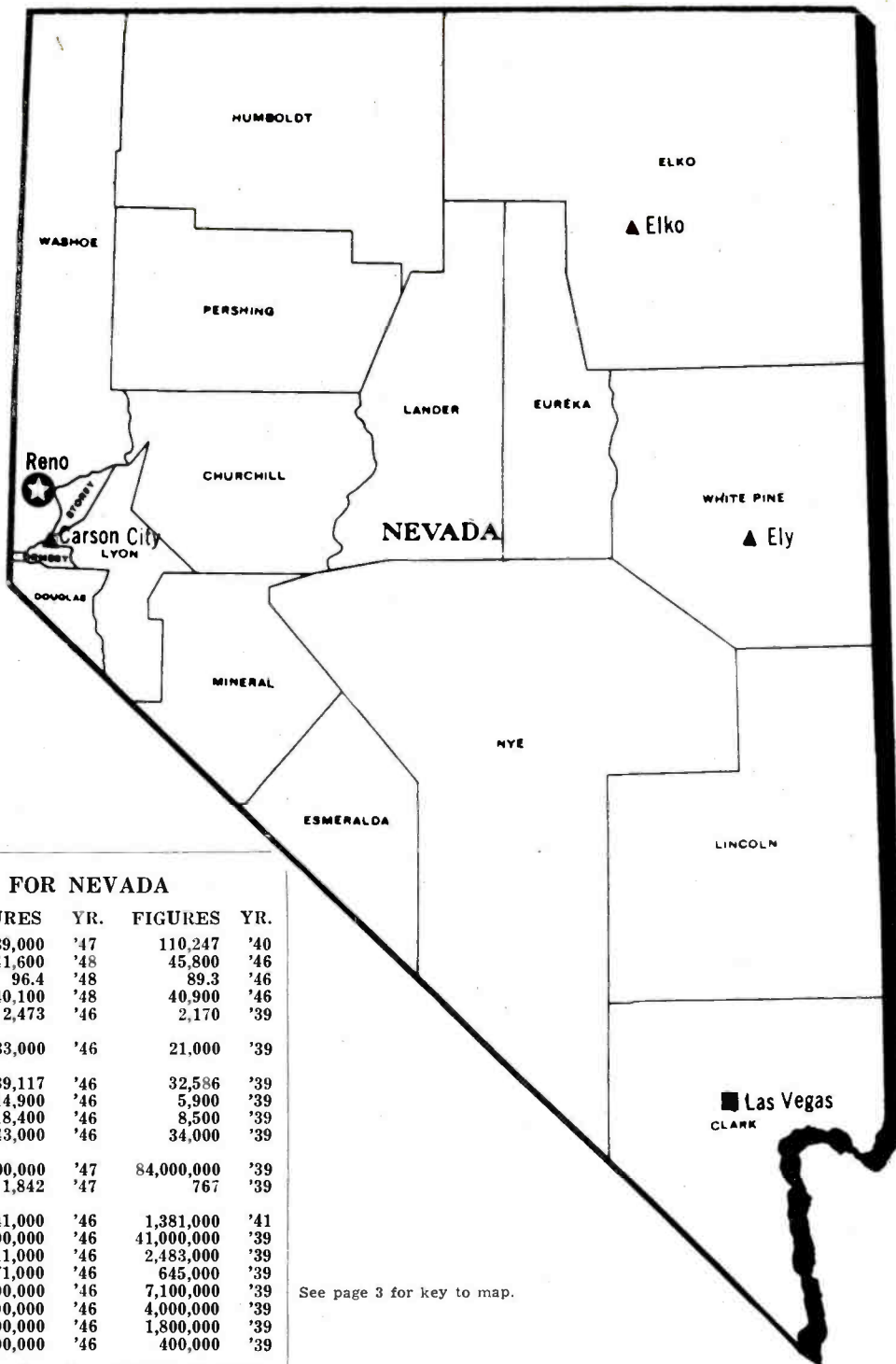
## NEVADA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	Surveys Available
Boulder City	Clark	1 010	96.0	970
Elko	Elko	1 430	94.4	1 350
Las Vegas	Clark	2 950	94.9	2 800
Reno	Washoe	7 960	97.7	7 780

## NEVADA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Churchill	1,910	96.3	1,840	1,000	806	381	2,571	6,293
Clark	6,060	95.5	5,790	2,478	10,313	6,306	16,125	31,085
Douglas	700	95.7	670	411	212	97	1,979	2,361
Elko	4,290	95.8	4,110	959	1,683	833	8,471	12,520
Esmeralda	830	95.2	790	19	90	41	---	2,254
Eureka	---	---	---	(A-1)	240	144	763	822
Humboldt	1,800	95.6	1,720	395	502	243	4,359	6,276

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.





County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Lander	1,280(1)	94.5(1)	1,210(1)	75	206	88	880	1,919
Lincoln	1,480	97.3	1,440	110	377	189	1,300	3,148
Lyon	1,510	96.7	1,460	305	196	75	1,401	2,837
Mineral	1,030	95.1	980	30	670	363	1,956	1,956
Nye	1,790	94.4	1,690	281	354	201	2,070	5,043
Ormsby	1,270	98.4	1,250	489	445	209	1,791	3,814
Pershing	1,210	93.0	1,150	189	324	137	1,718	2,670
Storey	520	98.1	510	76	54	29	---	1,025
Washoe	11,800	97.6	11,520	7,704	12,345	6,871	45,575	66,253
White Pine	4,120	98.4	3,970	420	2,701	1,582	6,738	15,775

(A-1) Served from adjoining county. Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed. (1) Includes Eureka county.

### NEW HAMPSHIRE

AM STATIONS				AM STATIONS					
City	Fre-quency	Power	Net-work	City	Fre-quency	Power	Net-work		
Berlin	WMOU	1230	250	KBS	Portsmouth	WHEB	750	1,000	MBS
Claremont	*WTSV	1230	250	MBS	Rochester	*WWNH	930	1,000-D	MBS
Concord	WKXL	1450	250	MBS	* Construction Permit.				
Keene	WKNE	1290	5,000	CBS	TV STATIONS				
Laconia	WLNH	1340	250	MBS-KBS	Status	City and Applicant	Call Letters	Channel No.	
Manchester	WFEA	1370	5,000	CBS	Manchester 12	A Grandview Inc.		12	
	WKBR	1240	250	MBS	Portsmouth 3c				
	WMUR	610	5,000-LS	ABC	A WHEB Inc.			5	
Nashua	WOTW	900	1,000-D						

MARKET INDICATORS FOR NEW HAMPSHIRE					
CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)---		534,000	'47	491,524	'40
BMB Families -----		168,100	'48	135,200	'46
Per Cent Radio -----		96.6	'48	94.2	'46
Radio Families -----		162,400	'48	127,400	'46
Number of Business Concerns (1)		8,771	'46	10,077	'39
Domestic Urban Electric Consumers		148,000	'46	123,000	'39
Private & Commercial Passenger Auto Registrations		109,510	'46	102,409†	'39
Business Telephones		32,300	'46	24,100	'39
Residential Telephones		97,300	'46	58,100	'39
Nonagricultural Employment (2)		143,000	'46	141,000	'39
Total Income Payments to Individuals		\$613,000,000	'47	268,000,000	'39
Per Capita Income Payments		\$ 1,148	'47	548	'39
Sales of U. S. Savings Bonds (Series E) (3)		\$ 11,834,000	'46	3,572,000	'41
Bank Deposits		\$522,000,000	'46	284,000,000	'39
Drug Store Sales		\$ 12,125,000	'46	5,907,000	'39
Gross Postal Receipts (4)		\$ 3,856,000	'46	2,608,000	'39
Total Private Construction		\$ 20,700,000	'46	10,900,000	'39
Private Residential Building		\$ 5,700,000	'46	4,600,000	'39
Private Nonresidential Building		\$ 10,600,000	'46	2,700,000	'39
Farm Construction		\$ 700,000	'46	700,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employees and public emergency employees. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † State, county and municipal vehicles included.

NEW HAMPSHIRE RADIO MARKETS BY CITIES					
City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Berlin	Coos	5 260	97.3	5 120	Con
Claremont	Sullivan	3 890	96.7	3 760	Con
Concord	Merrimack	7 870	99.7	7 850	Con
Dover	Strafford	4 650	98.5	4 580	Con
Keene	Cheshire	4 450	98.9	4 400	Con
Laconia	Belknap	4 190	98.8	4 140	Con
Manchester	Hillsboro	24 220	97.4	24 110	Con - Hooper
Nashua	Hillsboro	10 060	98.7	9 930	Con
Portsmouth	Rockingham	4 680	96.8	4 530	Con
Rochester	Strafford	3 940	97.7	3 850	Con

### FM STATIONS

City	Call Letters	Fre-quency (Mc)	Chan-nel (No.)	Pow-er (Kw)
Claremont	WTSV-FM	106.1	291	1.5
Keene	WKNE-FM	107.9	300	6.7
Manchester	WMUR-FM	95.7	239	3.3
	WKBR-FM	100.1	261	1
	WVMA	101.1	266	3.4
Nashua	WOTW-FM	106.3	292	1
Portsmouth	WFMI	107.3	297	20



See page 3 for key to map.

### NEW HAMPSHIRE RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Belknap	8,590	96.2	8,260	3,879	6,523	2,941	18,089	20,646
Carroll	6,680	94.2	6,290	2,102	2,106	732	6,213	10,384
Cheshire	11,920	96.4	11,490	5,880	9,581	4,667	24,163	26,140
Coos	12,120	96.3	11,670	4,296	8,052	3,804	17,069	27,433
Grafton	16,450	95.2	15,660	6,083	8,477	3,714	26,234	37,857
Hillsborough	47,590	97.5	46,400	21,343	51,151	23,215	127,685	124,719
Merrimack	20,280	96.8	19,640	8,948	11,054	4,876	59,066	44,442
Rockingham	21,530	96.7	20,810	10,198	10,317	4,298	36,500	50,906
Strafford	14,570	97.0	14,140	6,056	12,490	5,779	33,917	40,442
Sullivan	8,370	96.1	8,040	3,556	5,600	2,258	16,977	21,049

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

NEW JERSEY

AM STATIONS

City	Fre- quency	Net- Power	work
Asbury Park	WCAP 1310	500	
	ST-WCAM.WTNJ		
Atlantic City	WBAB 1490	250	CBS
	WFG 1450	250	ABC
	WMID 1340	250	MBS
Bridgeton	WSNJ 1240	250	KBS
Camden	WCAM 1310	500	
	ST-WCAP,WTNJ		
	800	1,000-D	
Jersey City	WHOM 1480	500-N	
	1,000-LS		
	CP-5,000-U		
Morris- town	*WMTR 1250	500-D	
Newark	WAAT 970	1,000	
	WHBI 1280	2,500-LS	
	1,000-N		
	ST-WOV		
	WNJR 1430	5,000	
	*WVNJ 620	5,000	
New Bruns- wick	WCTC 1450	250	
Paterson	WPAT 930	1,000-D	
Trenton	WTNJ 1310	500	

ST-WCAM.WCAP

WTTM 920 1,000 NBC

Vineland WWEBZ 1360 1,000-D

Zarephath\*\*WAWZ 1380 5,000-LS

1,000-N

ST-WBNX

\* Construction Permit.

\*\* Non-Commercial Station.



See page 3 for key to map.

FM STATIONS

City	Call Letters	Fre- quency (Mc)	Chan- nel (No.)	Pow- er (Kw)
Alpine	WFMN	93.1	226	6.
Asbury Park	WJLK	94.3	232	1
	WCAP-FM	107.1	296	0.7
Atlantic City	WFPG-FM	98.5	253	15.5
	WBAB-FM	100.7	264	13
Bridgeton	WSNJ-FM	98.9	255	7.9
Camden	WANQ	100.9	265	1
Elizabeth	WPOE	96.7	244	1
	WGET-FM	95.9	240	
Green Brook Twp	WXNJ	103.9	280	0.630

TV STATIONS

City	Call Letters	Fre- quency (Mc)	Chan- nel (No.)	Pow- er (Kw)
Jersey City	WFMO	103.1	276	1
Morris- town	WATC	105.5	288	
Newark	WBGO	91.1	216	2.5
	WNJR-FM	102.7	274	20
	WVNJ-FM	92.7	224	
	WAAT-FM	94.7	234	13.5
New Bruns- wick	WDHN	93.5	228	0.58
	WCTC-FM	98.3	252	
South Orange	WSOU	89.5	208	0.25
Paterson	WNNJ	103.5	278	8
	WWDX	107.1	296	0.19
Trenton	WTOA	97.5	248	13.7
	WTTM-FM	100.1	261	0.290

Status	City and Applicant	Call Letters	Channel No.
Atlantic City 8c			
A-H	Atlantic City Tele. Bestg. Co.		8
A-H	Neptune Bestg. Corp.		8
A-H	Press-Union Pub. Co.		8
O	Bremer Bestg. (WATV) Corp.		13
A	Trent Bestg. Corp.		8

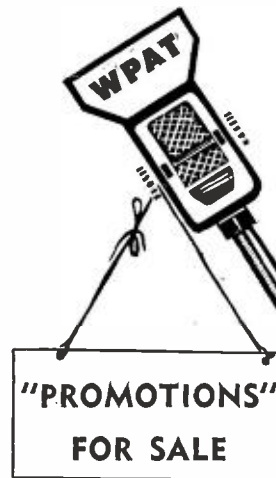
Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

## MARKET INDICATORS FOR NEW JERSEY

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	4,627,000	'47	4,160,165	'40
BMB Families -----	1,247,100	'48	1,217,000	'46
Per Cent Radio -----	96.5	'48	97.5	'46
Radio Families -----	1,203,800	'48	1,186,000	'46
Number of Business Concerns (1)	78,918	'46	82,529	'39
Domestic Urban Electric Consumers -----	1,189,000	'46	1,051,000	'39
Private & Commercial Passenger Auto Registrations -----	948,296	'46	889,081	'39
Business Telephones -----	396,100	'46	275,000	'39
Residential Telephones -----	787,700	'46	466,700	'39
Nonagricultural Employment (2)	1,338,000	'46	1,198,000	'39
Total Income Payments to Individuals -----	\$6,740,000,000	'47	2,859,000,000	'39
Per Capita Income Payments-- \$	1,542	'47	746	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 155,448,000	'46	61,199,000	'41
Bank Deposits -----	\$4,815,000,000	'46	2,149,000,000	'39
Drug Store Sales -----	\$ 112,125,000	'46	50,584,000	'39
Gross Postal Receipts (4) -----	\$ 34,032,000	'46	22,247,000	'39
Total Private Construction ----	\$ 279,800,000	'46	110,500,000	'39
Private Residential Building --	\$ 93,900,000	'46	70,200,000	'39
Private Nonresidential Building \$	158,700,000	'46	25,400,000	'39
Farm Construction -----	\$ 3,300,000	'46	2,900,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed per-

sons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.



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## NEW JERSEY RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Asbury Park	Monmouth	4 390	92.9	4 080	Con
Atlantic City	Atlantic	19 580	94.5	18 500	Con
Bayonne	Hudson	21 030	97.6	20 530	
Belleville	Essex	7 930	97.6	7 740	
Bloomfield	Essex	12 630	99.2	12 530	
Bridgeton	Cumberland	4 970	94.6	4 700	Con
Camden	Camden	33 540	94.5	31 700	
Clifton	Passaic	14 470	98.4	14 240	
East Orange	Essex	22 430	99.2	22 250	
Elizabeth	Union	30 750	96.8	29 770	
Garfield	Bergen	7 850	96.8	7 600	
Hackensack	Bergen	7 470	97.6	7 290	
Hoboken	Hudson	14 660	96.8	14 190	
Irvington	Essex	17 590	99.2	17 450	
Jersey City	Hudson	87 640	97.6	85 540	
Kearny	Hudson	11 520	98.4	11 340	
Millville	Cumberland	4 580	93.9	4 300	
Montclair	Essex	11 330	98.4	11 150	
Newark	Essex	123 410	95.3	117 610	Pulse
New Brunswick	Middlesex	9 560	96.1	9 190	Con
North Bergen	Hudson	12 090	98.4	11 900	
North Plainfield	Somerset	3 270	99.1	3 240	
Orange	Essex	10 180	96.1	9 780	
Passaic	Passaic	17 620	95.3	16 790	
Paterson	Passaic	42 520	96.1	40 860	
Perth Amboy	Middlesex	11 320	96.1	10 880	
Phillipsburg	Warren	5 310	96.0	5 100	
Plainfield	Union	10 890	96.8	10 540	
Red Bank	Monmouth	3 260	95.4	3 110	
Teaneck	Bergen	7 590	99.2	7 530	
Trenton	Mercer	32 530	96.1	31 260	Con
Union City	Hudson	7 210	98.3	7 090	
Vineland	Cumberland	2 400	96.3	2 310	
West New York	Hudson	12 550	98.4	12 350	
West Orange	Essex	7 210	99.2	7 150	
Woodbridge	Middlesex	7 130	96.1	6 850	

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250 WATTS

WCTC

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1000 WATTS

SERVING CENTRAL NEW JERSEY  
FROM  
NEW BRUNSWICK

## NEW JERSEY RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Atlantic	39,230	94.2	36,940	15,110	29,566	13,090	55,969	144,420
Bergen	123,640	97.9	121,000	69,306	69,969	39,619	221,155	338,845
Burlington	30,250	97.0	29,330	10,140	18,132	8,777	45,291	64,142
Camden	77,380	96.0	74,270	33,126	76,972	47,071	138,145	214,209
Cape May	10,430	95.4	9,950	4,840	6,204	2,822	18,166	43,883
Cumberland	24,060	95.0	22,860	9,039	21,264	10,565	42,678	72,561
Essex	244,580	96.2	235,330	128,638	274,219	164,372	1,028,415	961,167
Gloucester	23,390	96.5	22,570	7,893	11,465	6,566	34,406	45,295
Hudson	190,900	96.9	185,070	61,530	217,422	130,117	551,556	528,650
Hunterdon	12,290	96.8	11,900	3,523	5,260	2,702	25,404	29,431
Mercer	56,240	96.5	54,280	24,925	56,391	31,063	166,929	209,772
Middlesex	60,940	96.5	58,790	25,110	68,831	40,916	131,546	209,720
Monmouth	52,220	95.4	49,800	28,327	29,321	14,164	107,381	191,619
Morris	38,350	97.7	37,460	22,316	21,270	12,176	94,698	113,761
Ocean	14,250	96.6	13,770	6,376	6,165	2,626	25,613	49,866
Passaic	93,020	96.3	89,550	45,540	117,132	71,916	309,407	347,566
Salem	13,710	94.8	13,000	5,084	14,578	9,919	23,484	36,503
Somerset	21,310	97.5	20,780	8,331	20,722	12,771	42,652	59,210
Sussex	9,680	96.0	9,290	3,206	4,361	2,161	20,077	32,093
Union	94,610	97.1	91,830	59,094	96,243	58,502	263,502	303,448
Warren	16,620	96.5	16,030	6,263	12,683	6,219	27,981	40,213

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

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POLISH—JEWISH—GERMAN—SPANISH**



GENEROSO POPE, Pres.

FORTUNE POPE, Gen. Mgr.

# NEW MEXICO

## AM STATIONS

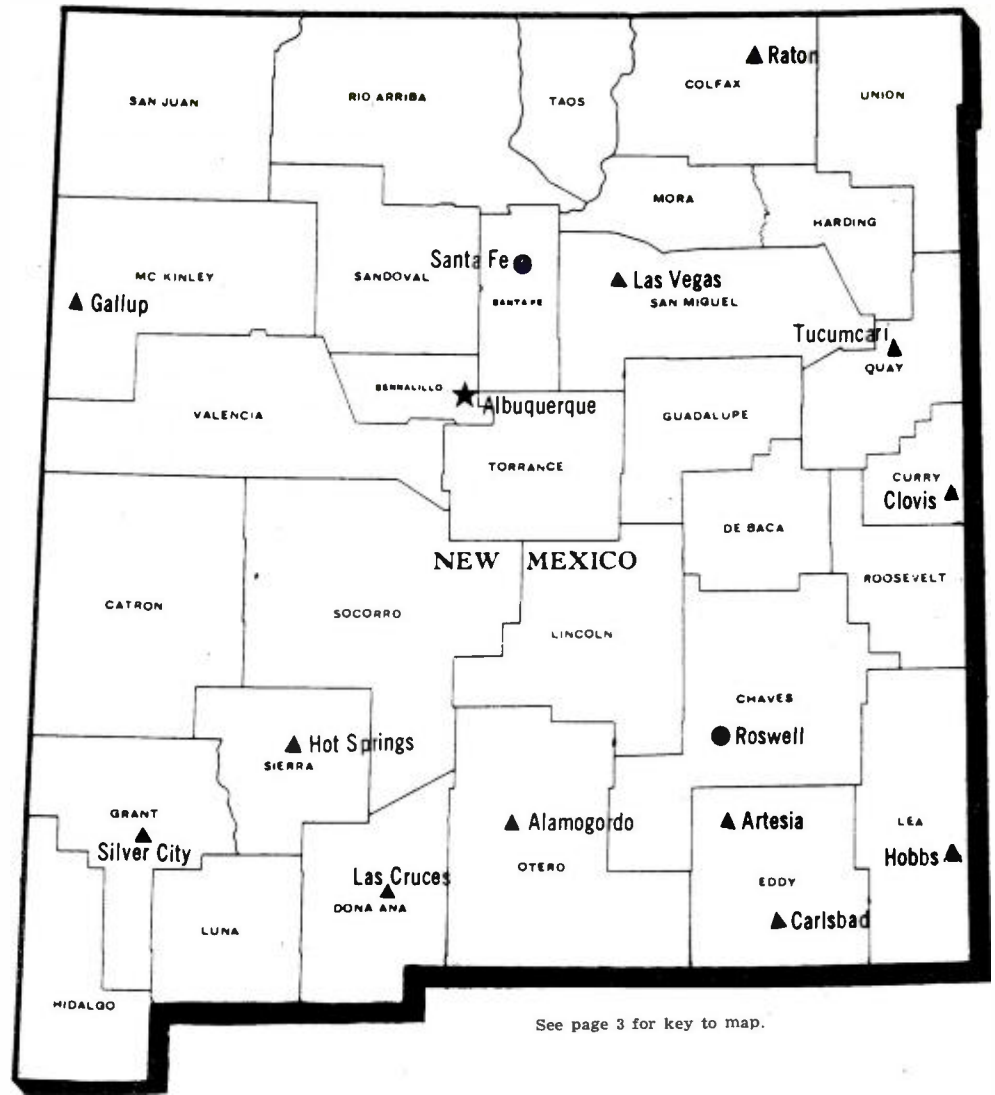
City	Fre- quency	Power	Net- work
Alamogordo	*KYLE 1230	250	
Albu- querque	KGGM 610	5,000	CBS
	KOAT 1450	250	ABC
	KOB 1030	10,000	NBC- MBS
	SA-770		
	50,000-LS		
	25,000-N		
	CP-50,000-U		
	KVER 1490	250	MBS
Artesia	KSVP 1450	250	
Carlsbad	KAVE 1240	250	CBS-KBS
Clovis	KICA 1240	250	MBS
Gallup	KGAK 1230	250	ABC
Hobbs	KWEW 1490	100	MBS-KBS
Hot Springs	KCHS 1400	250	KBS
Las Cruces	KOBE 1450	250	
Las Vegas	KFUN 1230	250	ABC
Raton	*KRTN 1490	250	
Roswell	KGFL 1400	250	MBS-KBS
	KSWs 1230	250	
Santa Fe	KTRC 1400	250	ABC
	KVSF 1260	1,000	CBS
Silver City	KSIL 1340	250	CBS
Tucumcari	KTNM 1400	250	MBS-KBS

\* Construction Permit.

## TV STATIONS

Albuquerque 2, 4, 5, 7  
 CP Albuquerque (KOB-TV) 4  
 Bcstg. Co.

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.



See page 3 for key to map.

## NEW MEXICO RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay- rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Bernalillo	17,440	94.1	16,410	9,156	17,098	7,265	41,813	75,996
Catron	1,230	91.1	1,120	29	151	32	---	1,013
Chaves	5,960	92.1	5,490	2,509	4,345	1,832	16,545	25,107
Colfax	4,260	92.7	3,950	1,110	2,359	1,112	8,563	13,858
Curry	4,770	93.9	4,480	1,505	3,279	1,191	10,979	24,275
De Baca	960	92.7	890	144	309	108	1,336	2,106
Dona Ana	6,560	87.2	5,920	1,171	1,812	654	5,041	14,543
Eddy	5,630	92.5	5,210	2,266	6,433	3,762	11,602	22,748
Grant	4,600	92.2	4,240	739	4,059	1,961	4,188	13,746
Guadalupe	2,380	88.2	2,100	115	316	101	2,271	4,132
Harding	950	90.5	860	52	133	48	---	1,897
Hidalgo	1,170	90.6	1,060	167	627	243	1,498	4,742
Lea	6,190	93.4	5,780	1,293	3,534	1,738	4,947	23,950
Lincoln	2,320	92.2	2,140	206	450	131	1,199	3,971
Luna	1,730	90.2	1,560	487	995	392	2,895	6,222
McKinley	6,120	88.7	5,430	813	2,470	926	5,448	18,993
Mora	2,360	86.0	2,030	67	188	40	303	1,672
Otero	2,600	89.6	2,330	420	776	323	2,512	6,463
Ouay	3,230	92.3	2,980	678	1,154	395	4,325	9,822
Rio Arriba	6,220	86.8	5,400	61	465	140	1,517	4,887
Roosevelt	4,420	91.9	4,060	439	1,017	369	5,520	8,457
Sandoval	4,270	87.8	3,750	17	331	136	---	2,412
San Juan	4,460	89.5	3,990	393	590	195	3,276	5,804
San Miguel	6,360	85.7	5,450	862	1,665	492	3,515	12,122
Sante Fe	6,820	89.3	6,090	2,251	4,364	1,660	8,157	24,962
Sierra	1,800	87.8	1,580	160	579	156	1,421	3,199
Socorro	2,610	86.6	2,260	145	416	168	---	4,083
Taos	4,070	87.2	3,550	214	584	168	1,068	4,856
Torrance	2,750	93.5	2,570	93	393	102	---	3,504
Union	2,160	92.1	1,990	418	328	102	2,232	5,594
Valencia	5,700	88.2	5,030	293	1,110	374	3,597	6,639

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

## MARKET INDICATORS FOR NEW MEXICO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	547,000	'47	531,818	'40
BMB Families -----	132,100	'48	133,400	'46
Per Cent Radio -----	90.6	'48	73.5	'46
Radio Families -----	119,700	'48	98,000	'46
Number of Business Concerns (1)	7,784	'46	7,406	'39
Domestic Urban Electric Consumers -----	75,000	'46	38,000	'39
Private & Commercial Passenger Auto Registrations -----	96,986†	'46	91,476	'39
Business Telephones -----	28,300	'46	16,300	'39
Residential Telephones -----	37,900	'46	18,100	'39
Nonagricultural Employment (2)	85,000	'46	72,000	'39
Total Income Payments to Individuals -----	\$576,000,000	'47	179,000,000	'39
Per Capita Income Payments --	\$ 1,053	'47	341	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 10,930,000	'46	2,302,000	'41
Bank Deposits -----	\$271,000,000	'46	66,000,000	'39
Drug Store Sales -----	\$ 11,836,000	'46	5,216,000	'39
Gross Postal Receipts (4) -----	\$ 2,801,000	'46	1,543,000	'39
Total Private Construction ----	\$ 23,200,000	'46	14,300,000	'39

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Private Residential Building --	\$ 8,800,000	'46	5,100,000	'39
Private Nonresidential Building	\$ 9,100,000	'46	1,800,000	'39
Farm Construction -----	\$ 1,900,000	'46	1,400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. †Taxi-cabs, rentals not included.

### NEW MEXICO RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Albuquerque	Bernalillo	8 570	95.7	8 200	Con
Artesia	Eddy	960	92.7	890	
Carlsbad	Eddy	1 600	93.8	1 500	Con
Clovis	Curry	2 390	94.1	2 250	Con
East Las Vegas	San Miguel	1 360	89.0	1 210	
Gallup	McKinley	1 580	93.0	1 470	Con
Hobbs	Lea	2 810	91.8	2 580	
Hot Springs	Sierra	750	85.3	640	
Las Cruces	Dona Ana	1 870	87.7	1 640	
Las Vegas	San Miguel	1 140	78.9	900	
Raton	Colfax	1 770	91.5	1 620	
Roswell	Chaves	3 090	91.3	2 820	Con
Santa Fe	Santa Fe	4 290	89.5	3 840	Con
Silver City	Grant	1 170	88.9	1 040	Con
Tucumcari	Quay	1 440	89.6	1 290	

## Here's the Picture . . . in GLOVERSVILLE—JOHNSTOWN\*

### CONLAN STATION LISTENING INDEX Total Coincidental Calls—8,437

January, 1948

Index	Sets *In Use	WENT	Station B	Station C	Station D	Others
8:00 a.m.-10:00 a.m. Mon. thru Sat.	18.0	61.1	22.9	4.3	4.3	7.4
10:00 a.m.-12:00 N Mon. thru Sat.	19.9	58.7	25.7	4.4	6.3	4.9
8:00 a.m.-12:00 N Mon. thru Sat.	19.0	59.9	24.4	4.3	5.3	6.1
12:00 N-2:00 p.m. Sun. thru Sat.	20.9	61.9	23.7	3.1	4.7	6.6
2:00 p.m.-4:00 p.m. Sun. thru Sat.	18.7	51.3	31.6	5.1	5.6	6.4
4:00 p.m.-6:00 p.m. Sun. thru Sat.	18.4	49.6	34.5	5.6	4.3	6.0
12:00 N-6:00 p.m. Sun. thru Sat.	19.3	54.5	29.7	4.6	4.8	6.4
6:00 p.m.-8:00 p.m. Sun. thru Sat.	29.2	49.9	36.8	2.9	2.9	7.5
8:00 p.m.-10:30 p.m. Sun. thru Sat.	35.9	50.1	37.7	3.5	2.5	6.2
6:00 p.m.-10:30 p.m. Sun. thru Sat.	32.9	50.0	37.4	3.2	2.7	6.7

\*WENT covers Fulton and Montgomery and portions of other counties with 145,000 in its primary area.

# WENT

**CBS & MBS  
for  
GLOVERSVILLE  
and JOHNSTOWN**

**DALE ROBERTSON  
General Manager**

Natl. Rep: Adam J. Young Jr.

## NEW YORK

### MARKET INDICATORS FOR NEW YORK

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	14,165,000	'47	13,479,142	'40
BMB Families -----	4,135,800	'48	3,759,000	'46
Per Cent Radio -----	96.8	'48	97.6	'46
Radio Families -----	4,001,700	'48	3,667,000	'46
Number of Business Concerns (1)	257,014	'46	253,623	'39
Domestic Urban Electric Consumers -----	3,708,000	'46	3,364,000	'39
Private & Commercial Passenger Auto Registrations -----	2,268,932	'46	2,315,503	'39
Business Telephones -----	1,680,400	'46	1,277,900	'39
Residential Telephones -----	2,213,100	'46	1,444,200	'39
Nonagricultural Employment (2)	4,390,000	'46	4,006,000	'39
Total Income Payments to Individuals -----	\$25,624,000,000	'47	11,301,000,000	'39
Per Capita Income Payments --\$	1,781	'47	825	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 531,097,000	'46	224,626,000	'41
Bank Deposits -----	\$40,097,000,000	'46	23,529,000,000	'39
Drug Store Sales -----	\$ 330,072,000	'46	159,639,000	'39
Gross Postal Receipts (4) -----	\$ 193,488,000	'46	118,011,000	'39
Total Private Construction ---\$	525,400,000	'46	482,800,000	'39
Private Residential Building --\$	232,500,000	'46	320,100,000	'39
Private Nonresidential Building\$	231,000,000	'46	113,000,000	'39
Farm Construction -----	\$ 16,600,000	'46	8,700,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.



**THESE FIGURES ADD UP  
to a rich market  
for WSYR advertisers**

For every \$1.00 you sell nationally, you can sell \$1.26 in Syracuse.  
Effective buying income of Syracuse families is \$1,404 higher than the national average.

Syracuse is only the core of rich Central New York whose 400,000 families last year spent \$1,074,000,000 on retail purchases alone. And WSYR is the only NBC station in Central New York — all other networks use 3 or more stations to cover this same rich market.

WSYR's local and network shows win an alert, loyal audience . . . an audience ready to *listen* to WSYR's sales messages and with the money to buy WSYR advertised products.

**ADD THEM UP and see why advertisers count on  
WSYR to reach the rich Central New York audience**



570 Kc — 5000 watts  
NBC Affiliate in Central New York  
*Headley-Reed, National Representatives*

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# WBW

**BUFFALO  
COURIER  
EXPRESS  
STATION**

## BUFFALO AND THE NIAGARA FRONTIER

Where more than  
a MILLION spend  
more than a  
BILLION a year!

**5000 WATTS  
DAY & NIGHT  
AT 970 KC**

**OUR NEW  
COVERAGE  
MAP—**

**...a pleasure to  
show a client!**

**WRITE FOR IT TODAY**

**MUTUAL BROADCASTING SYSTEM  
WEED & CO. Representatives**



See page 3 for key to map.

### AM STATIONS

City	Frequency	Power	Network
Albany	WABY	1400	250
	WOKO	1460	1,000-LS ABC 500-N CP-5,000-U
	*WPTR	1540	10,000
	WROW	580	5,000-LS MBS 1,000-N
	WXKW	850	10,000
Allegany	*WHDL	1450	250
Amsterdam	*WCSS	1490	250
Auburn	WMBO	1340	250 MBS-KBS
Batavia	WBTA	1490	250 MBS
Binghamton	WINR	1490	250 NBC
	WKOP	750	1,000-D MBS
	WBNF	1290	5,000 CBS
Brooklyn	**WBBR	1330	1,000 CP-5,000 ST-WEVD, WHAZ
Buffalo	WBEW	930	5,000 NBC
	WBNY	1400	250
	WEWR	970	5,000 MBS
	WKBW	1520	50,000 ABC
	WGR	550	5,000 CBS
Cobleskill	*WCSR	1420	1,000-D
Cortland	WKRT	920	1,000-D
Elmira	WELM	1400	250 ABC
	WENY	1230	250 NBC-MBS
Endicott	WENE	1450	250 ABC
Freeport	WGBB	1240	100
Geneva	WGVA	1240	250 MBS

# USE WKOP

750 KCS.—1000 WATTS

to

*Sell*

## BINGHAMTON

*Plus*

8 NEW YORK and 5 PENNA. COUNTIES

with

# WKOP

ASK BURN-SMITH or

Write

**WKOP**

Mutual Broadcasting System





City	Frequency	Power	Network
Glens Falls	WGLN 1230	100	ABC
	WWSC 1450	250	MBS-KBS
Gloversville	WENT 1340	250	CBS-MBS
Hempstead	WHLI 1100	250-D	
Hornell	*WLEA 1320	1,000-D	
	1420	1,000-D	
Hudson	WHUC 1230	250	
Ithaca	WHCU 870	1,000	CBS
		L-WWL	
Jamestown	WJOC 1470	1,000-D	
	WJTN 1240	250	ABC
Kenmore	WXRA 1080	1,000-D	
Kingston	WKNY 1490	250	MBS
Lackawanna	WWOL 1120	1,000-D	
Liberty	WVOS 1240	250	
Malone	WICY 1490	250	MBS-KBS
Massena	WMSA 1340	250	ABC
Middletown	WALL 1340	250	MBS-KBS
	*WMDL 1400	100	
Newburgh	WGNV 1220	1,000-D	
New York	WBNX 1380	5,000	
		ST-WAWZ	
	WCBS 880	50,000	CBS
	WEVD 1330	5,000	
		ST-WBBR.WHAZ	
	WHN 1050	50,000	
	WHOM 1480	1,000-LS	
		500-N	
	WINS 1010	50,000-LS	
		10,000-N	
		CP-50,000-U	
	WJZ 770	50,000	ABC
	WLIB 1190	1,000	
		L-WOWO	
	WMCA 570	5,000	

City	Frequency	Power	Network
	WNBC 660	50,000	NBC
	WNEW 1130	10,000	
	**WNYC 830	1,000-LS	
		1,000-N-L	
		L-WCCO	
	WOR 710	50,000	MBS
	WOV 1280	5,000	
		ST-WHBI	
	WQXR 1560	10,000	
(Woodside)	WWRL 1600	250	
		CP-5,000	
Niagara Falls	WHLD 1290	1,000-D	
	WJLL 1440	1,000-D	
Ogdensburg	WSLB 1400	250	MBS-KBS
Olean	WHDL 1450	250	ABC-KBS
Oneonta	*WDOS 1400	250	MBS
	*WONO 1110	250-D	
Oyster Bay	*WKBS 1520	250-D	
Peekskill	*WLNA 1420	500-D	
Plattsburg	WMFF 1340	250	ABC-KBS
		CP-960	CP-1,000
Poughkeepsie	WKIP 1450	250	ABC
Rochester	WARC 950	1,000	ABC
	WHAM 1180	50,000	NBC
	WHEC 1460	5,000	CBS
	WRNY 680	250-D	
	WSAY 1370	1,000	
		CP-5,000	
	WVET 1280	5,000	MBS
Rome	WKAL 1450	250	MBS
Saranac Lake	WNBZ 1450	250	ABC-KBS
Schenectady	WGY 810	50,000	NBC
	WSNY 1240	250	

City	Frequency	Power	Network
Syracuse	WAGE 620	1,000	ABC
		CP-5,000	
	WFBL 1390	5,000	CBS
	WNDR 1260	5,000	MBS
	WOLF 1490	250	
	WSYR 570	5,000	NBC
Troy	WHAZ 1330	1,000	
		ST-WBBR.WEVD	
	WTRY 980	5,000	CBS
Utica	*WFRB 900	1,000-D	
	WGAT 1100	250-D	
		CP-1310	CP-1,000-D
			500-N
	WIBX 1230	250	CBS
		CP-950	CP-5,000
	WRUN 1150	5,000-LS	ABC
		1,000-N	
Watertown	WATN 1240	250	MBS
	WWNY 790	1,000	CBS
White Plains	WFAS 1230	250	

\* Construction Permit.  
 \*\* Non-Commercial Station.

**FM STATIONS**

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Albany	WROW-FM	93.9	230	2.1
	WRWR	95.5	238	5.3
Allegheny	WSFM	95.7	239	43
Auburn	WMBO-FM	96.1	241	18
Batavia	WBTA-FM	94.3	232	0.310
Bay Shore	WBEY	107.1	296	0.250
Binghamton	WFET	98.1	251	20
	WBNF-FM	100.5	263	12
	WINR-FM	100.7	299	
Brooklyn	WNYE	91.5	218	20
Buffalo	WBNY-FM	92.9	225	48
	WGR-FM	93.7	229	58
	WEBR-FM	96.9	245	15
	WXRA-FM	103.3	277	4.2
	WWOL-FM	104.1	281	20
	WBEN-FM	106.5	293	
Cherry Valley	WVCV	101.9	270	1.4
Coram	WFSS	102.1	276	0.34
Corning	WKNP	106.1	291	4.2
Cortland	WKRT-FM	99.9	260	14
De Ruyter	WVCN	105.1	286	1.3
Elmira	WENY-FM	106.9	295	4.4
Endicott	WENE-FM	101.7	269	540w
Floral Park	WSHS	90.3	212	0.35
Hempstead	WHNY	98.3	252	1
Highmarket	WVBN	107.7	299	

(Continued on page 160)



**A Voice For Outstanding PROGRAMMING FOR LESS RADIO DOLLARS**  
**NEWS-SPORTS MUSIC**

**plus**  
 Outstanding PUBLIC SERVICE FEATURES that constantly build community confidence and public interest.  
 With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

**ENGLISH and FOREIGN LANGUAGE AUDIENCES**

For information on how to sell over this (Market-Wise) station . . .

**Write, call or phone**

**MEIrose**

**5-0333 FOR RATES AND MARKET COVERAGE**



260 E. 161st St., New York 51, N. Y.

**WMFF PLATTSBURG, NEW YORK**  
 Summary of CONLAN RADIO SURVEY

	SETS IN USE	WMFF	STATION A	OTHER STATIONS B	HOMES CALLED
8-10 A.M.	18.9	<b>79.1</b>	8.9	12.0	834
10-12 A.M.	20.1	<b>74.7</b>	9.0	16.3	827
TOTAL MORNING	19.5	<b>76.8</b>	9.0	14.2	1661
12-2 P.M.	23.4	<b>74.6</b>	7.0	18.4	859
2-4 P.M.	20.2	<b>76.7</b>	5.7	17.6	872
4-6 P.M.	18.7	<b>70.6</b>	6.1	23.3	871
TOTAL AFTERNOON	20.8	<b>74.1</b>	6.3	19.6	2602
6-8 P.M.	28.2	<b>68.5</b>	10.0	21.5	856
8-10 P.M.	36.5	<b>63.7</b>	16.1	20.2	852
TOTAL EVENING	32.3	<b>65.8</b>	13.4	20.8	1708

**ABC AFFILIATE** **WMFF** GROWING TO 1000 WATTS AT 960 ON THE DIAL  
 PLATTSBURG, N. Y.  
 JOSEPH HERSHEY MCGILLVRA National Representative      GEORGE F. BISSELL President and Gen. Mgr.

# N. Y. F M Stations

(Continued from page 159)

City	Call Letters	Fre- quen- cy (Mc)	Chan- nel (No.)	Pow- er (Kw)
Hornell	WVHG	105.3	287	10
Ithaca	WVFC	95.1	236	
	WHCU-FM	97.3	247	40
James- town	WJTN-FM	93.3	227	9.5
Kingston	WKNY-FM	94.9	235	0.11
Lockport	WUSJ	99.3	257	0.810
Massena	WMSA-FM	105.3	287	13
Mineola	WHIA	105.5	288	
New Ro- chelle	WGNR	93.5	228	1
	WIFM	94.3	232	
New York	WCUV	89.9	210	20
	WFUV	90.7	214	3.5
	WNYC-FM	93.9	230	18
	WQXR-FM	96.3	242	11

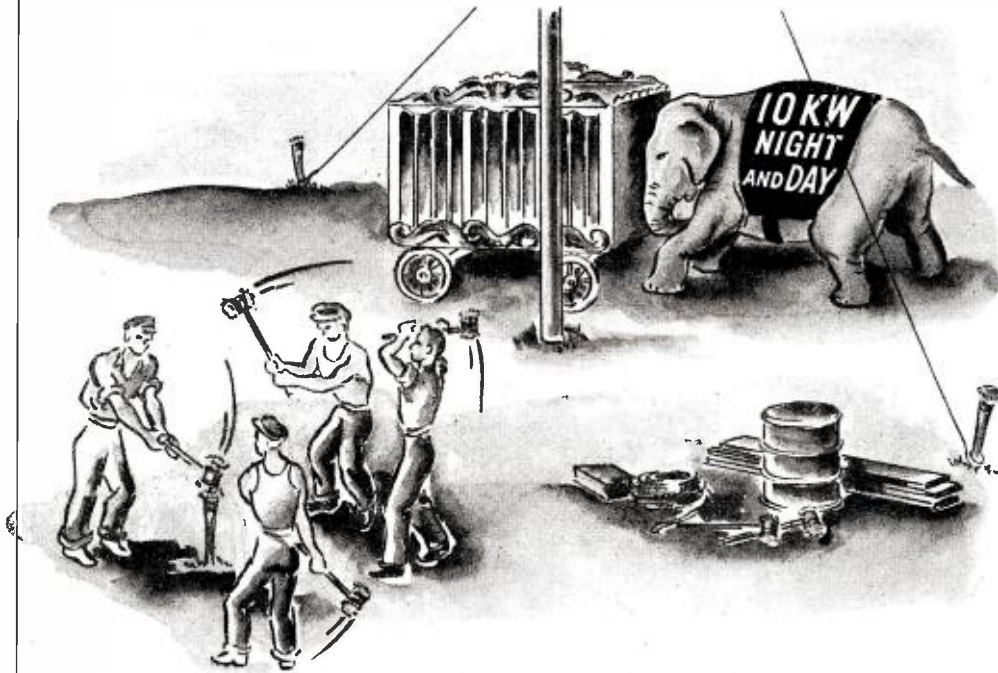
City	Call Letters	Fre- quen- cy (Mc)	Chan- nel (No.)	Pow- er (Kw)
	WNBC-FM	96.1	246	1.6
	WGYN	97.9	250	4
	WOR-FM	98.7	254	15
	WABF	99.5	258	15
	WJZ-FM	95.5	238	6.5
	WMCA-FM	92.3	222	10
	WMKA	104.3	282	5
	WMGM-FM	100.3	262	18
	WCBS-FM	101.1	266	5.8
	WGHF	101.9	270	10.3
Niagara Falls	WHLD-FM	98.5	253	20

City	Call Letters	Fre- quen- cy (Mc)	Chan- nel (No.)	Pow- er (Kw)
	WJVL-FM	96.1	241	
Ogdens- burg	WSLB-FM	106.1	291	13.7
Oneonta	WDOS-FM	99.1	256	4.2
Oswego	WOPT	104.7	284	3
Pough- keepsie	WHVA	104.7	284	2.3
Rochester	WHFC-FM	96.5	243	65
	WRNY-FM	97.9	250	27
	WHFM	98.9	255	20
Rome	WKAL-FM	95.7	239	32
Schenec- tady	WGFM	99.5	258	6
	WBCA	101.1	266	3.5

City	Call Letters	Fre- quen- cy (Mc)	Chan- nel (No.)	Pow- er (Kw)
South Bristol	WVBT	101.9	270	
Syracuse	WFBL-FM	93.1	226	8.5
	WSYR-FM	94.5	233	9
	WAGE-FM	98.5	253	1.6
	WNDR-FM	102.5	273	8.5
Troy	WEVR	91.3	217	0.400
	WFLY	92.3	222	5.4
	WTRI	102.7	274	3.5
Utica	WFRB-FM	93.7	229	9.3
	WIBX-FM	96.9	245	9
	WKCJ	103.3	277	8.5
	WRUN-FM	105.7	289	4.3
Water- town	WWNY-FM	100.5	263	14.4
Wethers- field	WFNF	107.7	299	1.3
White Plains	WFAS-FM	103.9	280	0.12
Yonkers	WYON	102.3	272	0.300

## TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
	Albany (see also Schenectady-Troy)		
		2, 4, 7, 9, 11	
	A-H Hudson Valley Bcstg. Co.		7
	A-H Meredith Champlain Tele. Corp.		9
	A-H Patroon Bcstg. Co.		9
	A-H Van Curler Bcstg. Co.		9
	Binghamton 12		
	CP Clark (WNBF-TV) Associates		12
	Buffalo (see also Niagara Falls)		
		4, 7, 9	
	A-H WKBW		9
	A-H Buffalo Courier Express		7
	A-H New England Tele. Co.		9
	O WBEN Inc. (WBEN-TV)		4
	A-H WGR Bcstg. Corp.		9
	Corning		
	A Corning Leader		9
	Elmira 4c, 9c		
	A Elmira Star Gazette		9
	Ithaca		
	A Cornell U.		4
	New York 2, 4, 5, 7, 9, 11, 13		
	O ABC (WJZ-TV)		7
	L CBS (WCBS-TV)		2
	L Allen B. DuMont (WABD) Labs.		5



# IT'S THE POUNDING, POUNDING, POUNDING IN PERFECT RHYTHM

that sets up a huge circus in a few hours ready to make money.

## IT'S THE POUNDING, POUNDING, POUNDING

of your commercials in perfect timing with WPTR's listener-intriguing shows that sets up a demand for your product in the Albany-Schenectady-Troy area.

# WPTR

PATROON BROADCASTING COMPANY  
HOTEL TEN EYCK, ALBANY 1, N. Y.

*Herb DuVal*

# TOP 20 STATIONS

JUNE-JULY 1948  
*Share-of-Audience*  
 by C. E. HOOPER, INC.



# WFBL

**Ranks**

*9th* (Morning)  
*13th* (Afternoon)

**BUT...  
 in SYRACUSE, N. Y.**

**WFBL**  
*Ranks 1st*  
 MORNING • AFTERNOON  
 AND EVENING



*Ask FREE & PETERS about...*

**WFBL • WFBL-FM**  
 BASIC CBS  
 IN SYRACUSE... THE NO. 1 STATION

## TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
CP	Bamberger Bestg. Service	(WOR-TV)	9
L	NBC	(WNBT)	4
O	WPIX Inc.	(WPIX)	11
Niagara Falls (see also Buffalo)			
A-H	Niagara Falls Gazette		9
Rochester 2, 6, 11			
A-H	Meredith Pub. Co.		11
CP	Stromberg-Carlson	(WHTM)	6
A-H	WARC Inc.		11
A-H	WHEC Inc.		2
Schenectady (see also Albany-Troy)			
L	General Elec. Co.	(WRGB)	4

## TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Syracuse 5, 8, 10			
CP	Meredith Pub. Co.	(WJTV)	8
CP	Radio Projects	(WTTE)	5
CP	WAGE Inc.	(WAGE-TV)	10
Troy (see also Albany-Schenectady)			
A-H	Troy Bestg. Co.		9
A-H	Troy Record Co.		11
Utica (see also Rome) 3, 13			
CP	Copper City	(WKAL-TV)	13
CP	Utica Observer-Dispatch	(WVTL)	3

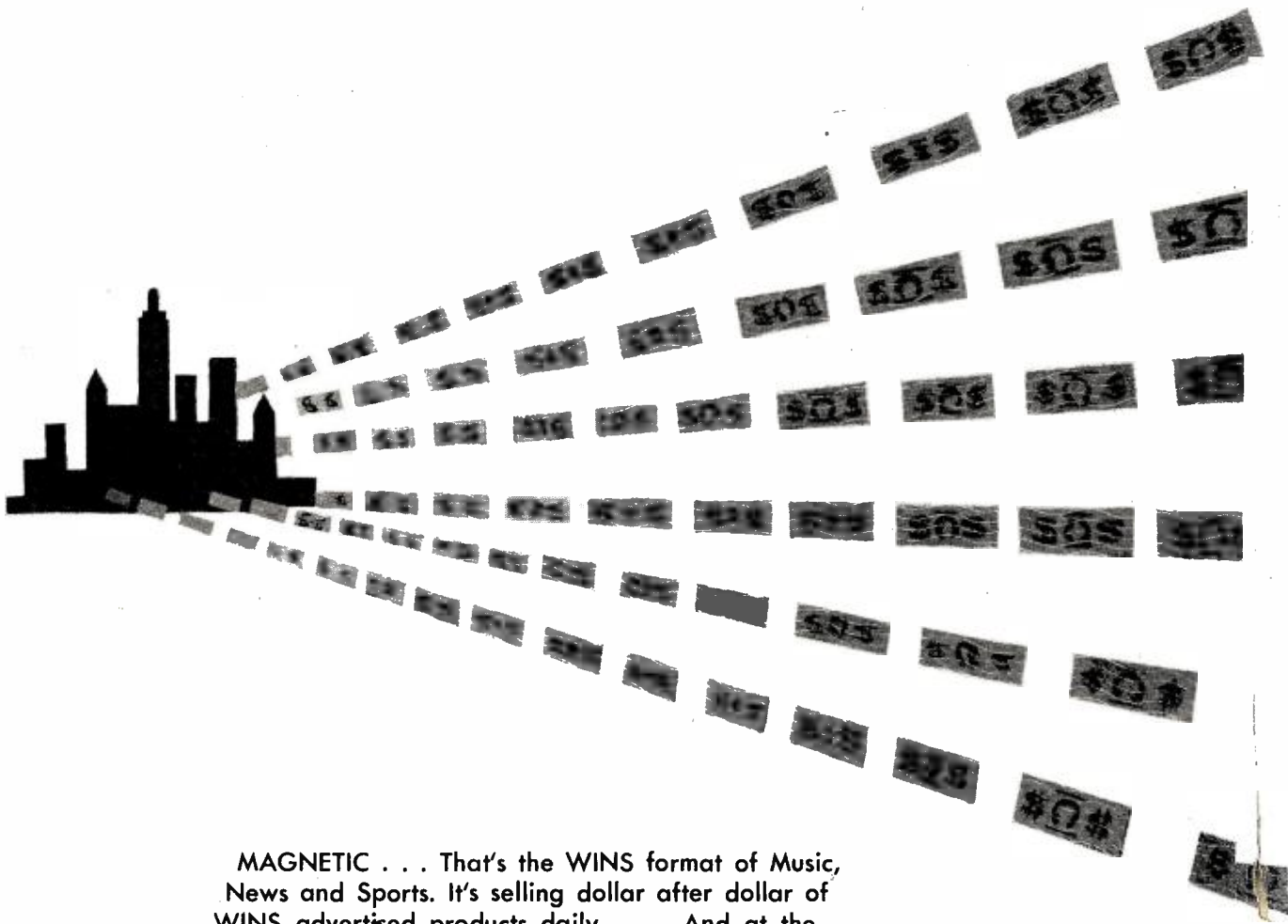
Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing; L indicates license granted.

## NEW YORK RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Albany	Albany	41 960	96.8	40 620	Con - Hooper
Amsterdam	Montgomery	9 990	97.6	9 750	
Auburn	Cayuga	10 400	96.3	10 010	Con
Batavia	Genesee	5 150	97.7	5 030	Con
Bay Shore	Suffolk	4 130	97.8	4 040	
Beacon	Dutchess	3 310	96.7	3 200	
Binghamton	Broome	22 720	96.1	21 830	Con
Buffalo	Erie	167 960	98.4	165 270	Con - Hooper
Corning	Steuben	5 050	96.0	4 850	
Cortland	Cortland	5 220	96.7	5 050	Con
Dunkirk	Chautauqua	5 280	96.8	5 110	
Elmira	Chemung	13 790	96.1	13 250	Con
Endicott	Broome	5 230	97.5	5 100	Con
Freeport	Nassau	6 410	97.7	6 260	
Fulton	Oswego	4 080	96.8	3 950	
Geneva	Ontario	4 710	96.8	4 560	Con
Glens Falls	Warren	5 960	96.3	5 740	Con
Gloversville	Fulton	7 950	96.1	7 640	Con
Hempstead	Nassau	6 350	97.6	6 200	Con
Hornell	Steuben	4 940	96.2	4 750	
Hudson	Columbia	3 370	94.7	3 190	Con
Ithaca	Tompkins	6 640	97.0	6 440	Con
Jamestown	Chautauqua	14 620	96.1	14 050	Con
Johnstown	Fulton	3 600	97.5	3 510	Con
Kingston	Ulster	9 080	95.3	3 650	Con
Lackawanna	Erie	5 830	96.7	5 640	
Liberty	Sullivan	1 260	95.2	1 200	
Lockport	Niagara	7 350	97.6	7 170	
Malone	Franklin	2 520	94.4	2 380	
Massena	St. Lawrence	3 040	96.7	2 940	Con
Middletown	Orange	6 210	96.8	6 010	Con
Mineola	Nassau	2 970	95.3	2 830	
Mount Vernon	Westchester	20 180	98.4	19 860	
Newburgh	Orange	10 120	96.1	9 730	Con

1010 does it again with

# POWERS OF ATTRACTION



MAGNETIC . . . That's the WINS format of Music, News and Sports. It's selling dollar after dollar of WINS advertised products daily. . . . And at the lowest cost per listener of any other 50,000 watt station in the world's greatest market.

When advertisers buy WINS super salesmen they get radio personalities who are tops in the fields of Music, News and Sports. Their job is fourfold — to inform, to enlighten, to entertain and to sell our advertised products.

The nearest WINS-CROSLEY sales office can give details on how WINS can attract greater sales for you.



CROSLEY BROADCASTING CORPORATION

# MUSIC



JACK EIGEN



BILL WATSON



ART SCANLON



JACK LACY



DON GODDARD



CHAMBERLAIN

# NEWS



SIDNEY WALTON



GIL KINGSBURY

# SPORTS



MEL ALLEN



RUSS HODGES



DON DUNPHY



GEOFF DAVIS

FOR THE BEST IN MUSIC, NEWS AND SPORTS TUNE TO WINS

**NEW YORK RADIO MARKETS BY CITIES**  
(Continued from page 161)

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
New Rochelle	Westchester	15 930	97.6	15 550	
New York City	New York	2 262 650	96.9	2 191 800	Con - Hooper Pulse
Niagara Falls	Niagara	22 460	97.6	21 920	Con
Ogdensburg	St. Lawrence	4 000	96.0	3 840	Con
Olean	Cattaraugus	6 440	96.1	6 190	Con
Oneida	Madison	3 250	96.0	3 120	
Oneonta	Otsego	3 920	96.2	3 770	
Oswego	Oswego	6 320	95.9	6 060	Con
Plattsburg	Clinton	4 120	95.4	3 930	Con
Poughkeepsie	Dutchess	12 530	95.3	11 940	Con

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Rochester	Monroe	99 480	97.6	97 090	Con - Hooper
Rome	Oneida	8 610	96.1	8 270	Con
Saranac Lake	Franklin	2 270	95.6	2 170	
Saratoga Springs	Saratoga	4 330	96.1	4 160	
Schenectady	Schenectady	27 960	97.6	27 290	Con - Hooper
Syracuse	Onondaga	63 020	97.6	61 510	Con - Hooper
Troy	Rensselaer	21 720	96.8	21 020	Con - Hooper
Utica	Oneida	29 710	96.1	28 550	Con
Watertown	Jefferson	10 270	95.3	9 790	Con
White Plains	Westchester	11 530	98.4	11 350	Con
Yonkers	Westchester	42 560	97.6	41 540	

**NEW YORK RADIO MARKET DATA BY COUNTIES**

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Albany	70,930	96.8	68,650	38,765	54,039	28,196	300,304	239,818
Allegany	13,860	96.4	13,360	5,328	5,583	2,572	20,702	24,947
Bronx	417,460	97.8	408,480	154,225	---	---	---	760,020
Broome	50,550	97.0	49,050	23,860	56,582	30,147	108,210	133,465
Cattaraugus	22,980	96.7	22,220	10,493	14,385	7,202	43,444	59,586
Cayuga	20,510	97.0	19,890	9,809	13,120	6,472	51,915	51,558
Chautauqua	41,300	97.1	40,110	14,666	30,559	14,781	81,867	91,530
Chemung	23,670	96.4	22,810	12,264	22,148	12,179	55,059	71,294
Chemango	12,780	97.3	12,430	4,221	6,221	2,702	21,412	30,964
Clinton	14,290	95.0	13,570	4,492	5,976	2,585	16,209	34,056
Columbia	14,430	96.6	13,940	6,662	6,383	3,455	28,662	30,732
Cortland	11,170	96.9	10,820	5,854	7,234	3,432	30,655	32,194
Delaware	13,840	96.0	13,290	4,600	5,097	2,658	21,118	34,073
Dutchess	34,280	96.1	32,930	16,637	24,336	12,970	100,564	109,631
Erie	235,010	98.0	230,420	118,406	222,690	121,587	892,698	684,853
Essex	10,730	95.4	10,240	3,956	5,521	2,506	9,795	25,646
Franklin	13,200	93.8	12,380	4,787	5,576	2,158	17,423	33,890
Fulton	16,390	95.9	15,720	8,874	17,599	7,629	36,306	50,228
Genesee	13,450	96.1	12,930	6,644	9,688	5,239	26,692	34,771
Greene	9,710	95.1	9,230	3,515	2,724	1,143	16,646	20,776

(Continued on page 166)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

**Check these Facts**

about the  
**Jamestown Market**

- ✓ The Jamestown trading area has a combined population of a quarter million people.
- ✓ Home county of Chautauqua ranks 60th in the US for net effective income per family. Retail sales, \$91,530,000; Bank deposits, \$81,867,000.00.
- ✓ WJOC has 48,150 radio homes in its coverage area.
- ✓ WJOC is the most powerful station in Southwestern New York.
- ✓ WJOC is your best buy for the Jamestown area.

**WJOC**  
Jamestown, N. Y.  
1000 w - 1470 kc

UTICA  
N. Y.



ROME  
N. Y.

5 KW  
DAY



1 KW  
NIGHT

BONUS  
10,000  
FM SETS

1150  
KC

THE  
ONLY  
ABC



STATION BETWEEN ALBANY and SYRACUSE

America's  
Number 1  
Station\*  
in America's  
Number 1  
Market

**WCBS**

NEW YORK  
KEY STATION  
FOR THE  
COLUMBIA  
BROADCASTING  
SYSTEM

*\*Consistently, throughout the years, WCBS gets more total family listening than any other New York station. This is proved by every survey of New York listening—whether it be Nielsen, Hooper or Pulse.*

NEW YORK RADIO MARKET DATA BY COUNTIES

(Continued from page 164)

County	1948 Total	Per Cent	1948 Radio	Tel. Homes	Employment	Taxable pay-	Bank Deposits	Retail Sales
	Families	Radio	Families	Jan. 1, 1945	Mid-March 1946	rolls—Jan. to Mar. '46, in 1,000's	1944, 1,000's	1947, 1,000's
Hamilton	1,440	93.1	1,340	386	594	312	492	3,058
Herkimer	18,630	96.0	17,880	7,754	16,108	8,558	34,833	41,934
Jefferson	27,470	94.5	25,970	12,346	15,577	7,713	69,272	70,273
Kings	792,100	97.1	768,760	249,079	---	---	---	1,633,386
Lewis	7,340	93.2	6,840	2,065	2,655	1,382	8,806	12,117
Livingston	11,230	95.0	10,670	4,862	3,761	1,642	15,743	24,150
Madison	13,680	94.5	12,930	6,781	4,760	2,144	25,822	32,112
Monroe	136,050	97.3	132,370	70,925	163,216	96,437	516,313	409,241
Montgomery	18,830	96.5	18,170	8,826	17,377	8,362	52,892	46,904
Nassau	131,880	98.4	129,740	86,413	71,705	43,296	254,630	414,014
New York	605,880	94.8	574,170	189,660	2,736,870(2)	1,766,203(2)	21,688,213	3,333,587
Niagara	47,150	96.8	45,640	21,439	50,608	32,319	119,631	130,870
Oneida	60,210	95.6	57,560	27,398	51,099	28,198	168,163	143,041
Onondaga	91,950	97.0	89,160	46,055	90,642	49,574	294,248	263,680
Ontario	17,020	95.7	16,290	7,835	9,917	5,472	37,505	42,467
Orange	43,550	95.7	41,670	20,855	25,817	12,160	117,604	123,310
Orleans	8,940	94.1	8,410	3,346	4,296	1,750	12,050	17,252
Oswego	22,070	94.8	20,930	9,027	13,298	6,976	40,035	46,273
Otsego	16,510	93.6	15,450	7,338	5,297	2,217	30,427	39,840
Putnam	5,820	96.4	5,610	3,008	1,371	626	8,610	17,734
Queens	399,610	98.6	394,190	181,883	---	---	---	950,920
Rensselaer	38,790	96.3	37,350	13,855	25,117	12,749	100,660	86,268
Richmond	47,600	97.1	46,200	21,078	---	---	---	105,984
Rockland	20,030	96.7	19,370	10,964	12,545	6,608	37,254	51,508
St. Lawrence	27,070	92.6	25,080	9,490	13,354	6,859	37,522	60,167
Saratoga	21,310	95.5	20,350	8,676	10,638	4,980	27,095	45,208
Schenectady	40,410	97.4	39,360	25,319	27,601	21,934	109,376	108,196
Schoharie	7,030	92.2	6,480	2,687	1,425	568	10,616	13,895
Schuyler	4,400	93.2	4,100	1,298	1,612	772	5,356	7,530
Seneca	7,230	94.2	6,810	2,986	3,161	1,436	12,294	12,200
Steuben	27,300	94.2	25,720	12,522	17,172	8,957	35,311	58,406
Suffolk	60,700	97.2	59,030	32,404	20,098	9,885	150,766	175,866
Sullivan	13,210	94.2	12,450	5,011	4,795	2,094	25,409	40,904
Tioga	9,310	92.6	8,620	3,968	4,697	2,001	11,061	17,734
Tompkins	14,030	95.7	13,430	8,015	8,990	4,545	36,962	39,857
Ulster	29,920	94.6	28,310	12,129	14,537	5,983	73,298	63,825
Warren	12,760	95.5	12,190	6,973	10,247	4,880	31,680	23,935
Washington	14,690	93.3	13,700	5,558	6,320	3,292	32,521	36,715
Wayne	17,310	94.9	16,420	7,039	6,648	2,941	17,660	23,935
Westchester	169,380	98.0	165,960	99,643	94,390	51,934	413,571	569,120
Wyoming	10,010	94.6	9,470	4,230	4,261	1,675	17,811	18,932
Yates	5,400	94.1	5,080	2,616	2,857	1,306	11,093	9,940

(1) New York County. (2) Includes the five following counties: Bronx, Kings, New York, Queens and Richmond.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

*Serving*

The CORTLAND-ITHACA-SYRACUSE  
BINGHAMTON AREA


# WKRT

920 kc 1000 watts

# WKRT-FM

99.9 mc 15,000 watts


WKRT—WKRT-FM is a new, powerful medium serving the richest market in the richest state. The annual per capita sales in Cortland Co. are \$1070 against the national average of \$692. . . . Covering a population of 1,460,492 in 27 counties in N. Y. and Pennsylvania, WKRT offers national and regional advertisers one of radio's best markets.



**GERALD MAYER**  
*President-General M'gr.*

**Joseph Hershey McGillvra**  
*National Representative*

NEW YORK BUREAU



## BROADCASTING

The Newsweek of Radio and Television

### TELECASTING

250 PARK AVENUE  
PLAZA 5-8355

●

**BRUCE ROBERTSON,**  
*Senior Associate Editor*

●

**EDWIN H. JAMES,**  
*New York Editor*

●

**S. J. PAUL,**  
*Advertising Director*



## Video Was There

To a startled and unprepared New York television audience, WPIX on Aug. 12 presented the biggest scoop on national news yet scored by video. At 7:30 p.m., just three hours and ten minutes after Mrs. Oksana Kosenkina jumped from a window at the Soviet consulate (see National Affairs), The New York Daily News television station showed a complete newsreel of the events from almost the minute of the Russian teacher's plunge to her departure for the hospital. No other New York station put on a similar film until a full 24 hours later.

One of five newsreel photographers assigned by WPIX to spend Thursday outside the consulate with scores of other news and camera men waiting for a break in the case, Lester Mannix at the cry of alarm dashed inside the adjoining building to press his camera between pickets of the iron fence. He caught pictures of the woman as she still lay alone on the paved court, of the Soviet aides who moments later came to the back door, strained to open it, and clumsily bundled her off inside, and of the policeman who then finally scaled the fence and lumbered across the court to follow the group into the consulate.

The scoop was all the more remarkable since WPIX photographed almost 5 to take the an

Two hours later, their film developed, printed, and on commentary was being written at the regular evening news as WPIXers jubilantly pounced, their movies also secured beat over the stills in the which didn't hit the street

*Newsweek, August 23, 1948*

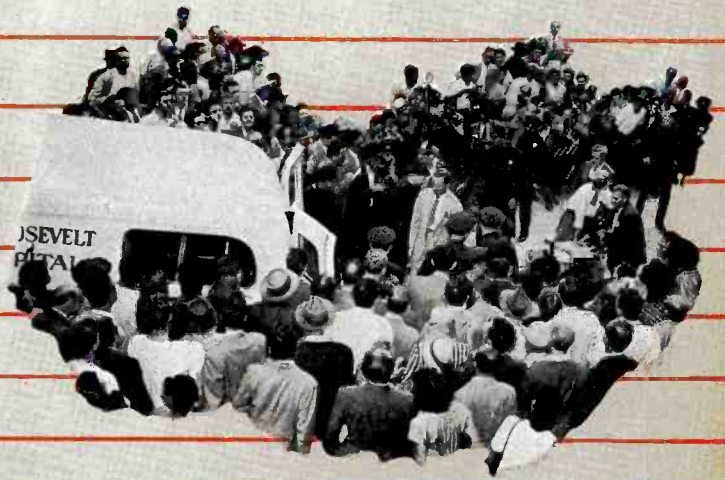
## Beat

Three hours and ten minutes after Schoolteacher Oksana Stepanovna Kosenkina plunged from the Soviet consulate in Manhattan last week (see NATIONAL AFFAIRS), television station WPIX was on the air with a newsreel of the shocking incident. Thousands of viewers saw Mrs. Kosenkina lying against an iron grille door in the consulate's paved backyard. They saw consulate staff members push at the heavy door (rolling the broken-boned woman roughly on her side) and, in a clumsy panic, try to lift her. They saw two New York policemen, who had scaled the high iron fence around the courtyard, crowd in after the Russians as they carried her into the building.

Other cameramen besides WPIX's Lester Mannix had caught the scene in their lenses. What made television news was the speed shown by WPIX in bringing the drama to its audience. The film was ready in the cutting room by 6; part of it went on the air at 7; the whole film was shown over the regular 7:30 newscast.

WPIX, having scored a clear news beat over all other television stations, not only and vocally proclaimed its victory but scored a clear news beat over the tabloid New York Daily News, which did not hit the street until 50 minutes later. A silent phase of its beat, it was silent.

*Time Magazine, August 23, 1948*



# WPIX

NEW YORK CITY • CHANNEL 11



See page 3 for key to map.

### NORTH CAROLINA

#### AM STATIONS

City	Fre- quency	Power	Net- work
Ahoskie	*WRCS 970	1,000-D	
Albemarle	WABZ 1010	1,000-D	KBS
Asheboro	WGWR 1260	1,000-D	
Asheville	WISE 1230	250	NBC
	WLOS 1380	5,000-LS	MBS
		1,000-N	
	WNCA 1340	250	ABC-KBS
	WSKY 1490	250	
	WWNC 570	5,000	CBS

City	Fre- quency	Power	Net- work
Burlington	WBBS 920	1,000-D	MBS
		CP-5,000-D	KBS
	WFNS 1150	1,000-D	
Charlotte	WAYS 610	5,000-LS	ABC-
		1,000-N	MBS
	WBT 1110	50,000	CBS
	WGIV 1600	1,000-D	
	WSOC 1240	250	NBC
Clinton	WRRZ 880	1,000-D	ABC
Concord	WEGO 1410	1,000-D	KBS
Dunn	WCKB 780	1,000-D	KBS
Durham	WDNC 620	5,000-LS	CBS
		1,000-N	
	WDUK 1310	1,000-D	ABC
		CP-1,000-LS	
		500-N	
	WHHT 1590	1,000	MBS
	WSSB 1490	250	
	WTIK 730	1,000-D	
Elizabeth	City	WCNC 1400	250 MBS-KBS
		WGAI 560	500-D
Fayetteville	WFLB 1490	250	
	WFNC 1450	250	MBS
	WWNF 1230	250	
Forest City	WBBO 780	1,000-D	KBS
Gastonia	WGNC 1450	250	ABC-KBS
	WLTC 1370	1,000-D	
Goldsboro	WGBR 1400	250	MBS
Greensboro	WBIG 1470	5,000	CBS
	WCOG 1320	1,000	ABC
	WGBG 980	1,000-D	
Greenville	WGTC 1490	250	MBS
Henderson	WHNC 890	1,000-D	MBS-
			KBS

#### MARKET INDICATORS FOR NORTH CAROLINA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) ---	3,698,000	'47	3,571,623	'40
BMB Families -----	860,200	'48	817,000	'46
Per Cent Radio -----	87.1	'48	78.3	'46
Radio Families -----	749,300	'48	640,000	'46
Number of Business Concerns (1)	37,683	'46	33,852	'39
Domestic Urban Electric Consumers -----	773,000†	'46	456,000†	'39
Private & Commercial Passenger Auto Registrations -----	553,691	'46	485,616	'39
Business Telephones -----	118,000	'46	60,200	'39
Residential Telephones -----	222,200	'46	89,500	'39
Nonagricultural Employment (2)	722,000	'46	616,000	'39
Total Income Payments to Individuals -----	\$3,290,000,000	'47	1,090,000,000	'39
Per Capita Income Payments -- \$	890	'47	308	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 61,661,000	'46	13,248,000	'41
Bank Deposits -----	\$1,853,000,000	'46	507,000,000	'39
Drug Store Sales -----	\$ 57,489,000	'46	24,071,000	'39
Gross Postal Receipts (4) ---- \$	16,587,000	'46	9,011,000	'39
Total Private Construction --- \$	138,300,000	'46	64,100,000	'39
Private Residential Building -- \$	57,300,000	'46	35,900,000	'39
Private Nonresidential Building \$	60,000,000	'46	15,700,000	'39
Farm Construction ----- \$	10,800,000	'46	6,400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. †North Carolina figures include South Carolina.

(Continued on page 170)

**WEEB**  
 Friendly Voice of the Sandhills  
**SOUTHERN PINES, NORTH CAROLINA**  
 Covering and ably serving the rich "In-Between" section of North Carolina... from the geographical center of the richest state in the south. WEEB serves the "Heart" of the "In-Between" area for Mutual 15 North Carolina and 3 South Carolina counties that are known world-wide for large tobacco, cotton, and produce markets. Our winter resort market is a byword for sports fans—Pinehurst, Southern Pines. WEEB offers 558,114 people; 63,129 radio homes; \$483,462,000 buying income; \$301,843,000 retail sales.  
 (\* Area between Charlotte and Raleigh)  
 (\*\* Dixie Engr. Co., Columbia, S. C. July 1948)  
 Are you buying the "Little Man Who Isn't There" in the metropolitan markets? Our population is on the up-trend... we know! That "Little Man" is spending the winter in our 0.5 mv/m Pinehurst and Southern Pines. He's working busily in our large furniture factories or rayon mills... He's in the army at Fort Bragg!!! He's our next door neighbor. YOU can reach him with WEEB. That little man is HERE!

**WEEB**  
 1000 WATTS  
 1360 KC.  
 affiliate of the —  
**WORLD'S LARGEST NETWORK**

LATEST INFORMATION ON

# North Carolina—The South's Number 1 State and WPTF—North Carolina's Number 1 Salesman



## NET FARM INCOME

**WPTF's Primary Has More Farm Income Than Any Southern State Including North Carolina Itself**

	Net Farm Income
WPTF Primary . . . . .	\$544,776,000
North Carolina . . . . .	522,354,000
Kentucky . . . . .	481,276,000
Tennessee . . . . .	417,812,000
Georgia . . . . .	366,858,000
Mississippi . . . . .	316,815,000
Virginia . . . . .	307,418,000
Alabama . . . . .	282,012,000
South Carolina . . . . .	228,018,000
Florida . . . . .	227,509,000



## WPTF PRIMARY

**WPTF's Primary Population Is 2,722,700. Retail Sales: One Billion And Four Hundred Million Dollars**

	WPTF Primary
Population . . . . .	2,722,700
Retail Sales . . . . .	\$1,470,817,000
Food Sales . . . . .	318,556,000
General Merchandise . . . . .	194,504,000
Drug Sales . . . . .	43,932,000
Effective Buying Income (Gross) . . . . .	2,380,466,000
Effective Buying Income (Net) . . . . .	2,203,074,000
Net Farm Dollars . . . . .	544,776,000



### MARKET DATA

All market data based on Sales Management's 1948 Survey.



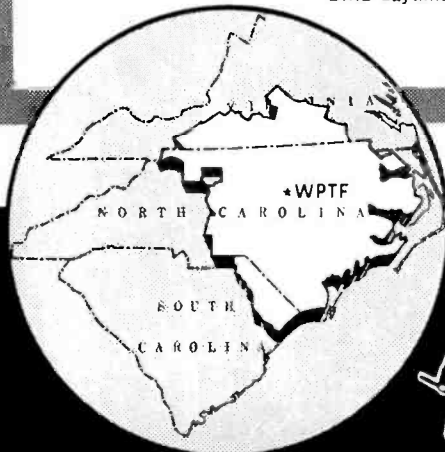
### COVERAGE

Primary defined as that 78-county area where WPTF has 50% or more BMB daytime coverage.

### A CLEAN SWEEP!

WPTF's audience is 8 times greater than its nearest competitor in 62 counties where WPTF has 50% or more day and night BMB coverage. WPTF ranks first in every single quarter hour from sign on to sign off, day and night, seven days a week!

Source: 1948 LISTENER DIARY STUDY conducted by Audience Surveys, Inc.

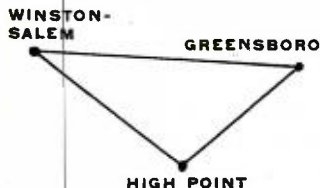


**WPTF** 680 **50,000** WATTS  
 KC NBC  
 AFFILIATE  
 Raleigh, North Carolina



**FREE & PETERS, INC., NATIONAL REPRESENTATIVES**

# NORTH CAROLINA'S GOLDEN TRIANGLE



**No. 1 MARKET  
IN THE  
SOUTH'S No. 1 STATE**

**288,700 People\***

**\$271,683,000. Retail Sales**

**\$410,987,000. Buying Income**

\* Copr. 1948,  
Sales Management Survey of Buying Power;  
further reproduction not licensed.

*Saturated by*

**THE STATIONS  
MOST PEOPLE  
LISTEN TO  
MOST!**

**WSJS**  
AM WINSTON-SALEM FM

THE JOURNAL-SENTINEL STATIONS

**NBC**  
AFFILIATE  
Represented by  
**HEADLEY-REED COMPANY**

## N. C. AM STATIONS (Continued from page 168)

City	Fre- quency	Power	Net- work
Hendersonville	WHKP 1450	250	MBS-KBS
Hickory	WHKY 1290	5,000-LS 1,000-N	ABC-KBS
High Point	WHPE 1070	1,000-D	
	WMFR 1230	250	ABC-KBS
Jacksonville	WJMC 1240	250	MBS
Kannapolis	WGTL 870	1,000-D	
Kinston	WFTC 1230	250	ABC
	WKNS 1000	1,000-D	
Laurinburg	WEWO 1080	1,000-D	
Leaksville	WLOE 1490	100	MBS-KBS
Lenoir	WJRI 1340	250	MBS-KBS
Lexington	WBUY 1450	250	KBS
Lumberton	WTSB 1340	250	MBS-KBS
Monroe	WMAP 1060	250-D	
Morehead City	WMBL 740	1,000-D	
Morgantown	WMNC 1490	250	MBS
Mount Airy	WPAQ 740	1,000-D	
New Bern	WHIT 1450	250	MBS
Newton	WNNC 1230	250	MBS
North Wilkesboro	WILX 1450	250	MBS-KBS
	WKBC 810	1,000-D	
Raleigh	WNAO 850	5,000	ABC
	WPTF 680	50,000	NBC
	WRAL 1240	250	MBS
Reidsville	WFRC 1600	1,000	KBS
Roanoke Rapids	WCBT 1230	250	MBS-KBS
Rockingham	WAYN 900	1,000-D	
Rocky Mount	WCEC 810	1,000-D	KBS
	WEED 1450	250	ABC
Roxboro	*	1430	1,000-D
Salisbury	*WSAT 1280	1,000-D	
	WSTP 1490	250	MBS
Sanford	WWGP 1050	1,000-D	
Shelby	WOHS 730	250-D	MBS
Southern Pines	WEEB 1360	1,000-D	MBS
	WSTS 990	250-D	KBS
Statesville	WSIC 1400	250	MBS
Tarboro	WCPS 760	1,000-D	
Thomasville	WTNC 790	1,000-D	
Wadesboro	WADE 1210	1,000-D	
Washing- ton	*WHED 1340	250	
	WRRF 930	5,000-D	ABC
Waynesville	WHCC 1400	250	
Whiteville	WENC 1240	250	MBS
Wilmington	WGNI 1340	250	MBS
	WMFD 1400	250	ABC
	CP-630	CP-1,000	
Wilson	WGTM 1340	250	MBS
	CP-590	CP-5,000	
	WVOT 1420	1,000-D	
Winston-Salem	WAIR 1340	250	ABC
	WSJS 600	5,000	NBC
	WTOB 710	1,000-D	MBS

\* Construction Permit.

## FM STATIONS

City	Call Letters	Fre- quency (Mc)	Chan- nel (No.)	Power (Kw)	City	Call Letters	Fre- quency (Mc)	Chan- nel (No.)	Power (Kw)
Asheville	WLOS-FM	104.3	282	9.2	Henderson	WHNC-FM	107.3	297	8.6
	WISE-FM	102.5	273	9.6	Hickory	WHKY-FM	102.9	275	180
	WSKY-FM	101.5	268	16.2	High Point	WHPE-FM	95.5	238	37
Burlington	WBBB-FM	101.1	266	34		WMFR-FM	99.5	258	38
	WFNS-FM	93.9	230	19	Morgan- town	WMGN	94.3	232	0.88
Charlotte	WBT-FM	99.9	260	160	Raleigh	WPTF-FM	94.5	233	12
	WSOC-FM	103.5	278	38		WNAO-FM	96.1	241	25
	WIST	104.7	284	50		WRAL-FM	101.5	268	54
	WMIT	106.9	295	300	Reidsville	WREV	102.1	271	1.6
	WAYS-FM	107.7	299	20		WFRC-FM	106.1	291	7.2
Concord	WEGO-FM	96.5	243	3.8	Roanoke Rapids	WCBT-FM	98.5	253	10
Durham	WDNC-FM	105.1	286	36	Rocky Mount	WEED-FM	92.1	221	1
	WDUK-FM	102.5	273			WCEC-FM	100.7	264	33
Fayetteville	WFLB-FM	95.1	236		Salisbury	WSTP-FM	106.5	293	27
	WFNC-FM	98.1	251	12	Shelby	WOHS-FM	96.1	241	2.2
Gastonia	WGNC-FM	101.9	270	11.1	Statesville	WSIC-FM	105.7	289	2.4
Goldsboro	WGBR-FM	93.3	227	35	Wilmington	WMFD-FM	96.3	242	13
	WBG-FM	92.3	222	14	Wilson	WGTM-FM	106.7	294	31
	WGBG-FM	100.3	262	36	Winston- Salem	WAIR-FM	93.1	226	32
	WFMY	97.3	247	23		WSJS-FM	104.1	281	48
	WCTP	98.7	254	44					
Greenville	WGTC-FM	99.1	256	9.7					

The "Tobacco Station of the Nation"

*where listeners*

**Eat — Sleep — Dream Tobacco**

*and buy*

**Your Products when advertised**

*on*

**W G T M**

5 kw on 590 kc



Weed & Company



**WBT is first ...  
by far...in the  
Carolinas**

**24.4% MORE PEOPLE!**

Three and a half million Carolinians live in the 95 North and South Carolina counties served by 50,000-watt WBT (50-100% BMB Daytime Audience Area). That's three-quarters of a million more people...more by 24.4%...than the total population living within the 50-100% BMB Daytime Audience Area of any other station in North or South Carolina!

To be first—by far—in the Carolinas, use 50,000-watt WBT.

**TV STATIONS**

Status	City and Applicant	Call Letters	Channel No.	City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
				Greensboro	Guilford	16 910	91.1	15 400	Con
				Greenville	Pitt	3 520	85.5	3 010	Con
				Henderson	Vance	2 120	85.8	1 820	
				Hendersonville	Henderson	1 700	89.4	1 520	Con
				Hickory	Catawba	3 810	91.9	3 500	Con
				High Point	Guilford	11 140	88.7	9 880	Con
				Kannapolis	Cabarrus	2 750	96.0	2 640	
				Kinston	Lenoir	4 280	85.5	3 660	Con
				Laurinburg	Scotland	1 690	80.5	1 360	
				Leaksville	Rockingham	510	92.2	470	
				Lenoir	Caldwell	2 100	88.1	1 850	
				Lexington	Davidson	2 910	90.0	2 620	Con
				Lumberton	Robeson	1 660	86.7	1 440	Con
				Monroe	Union	1 920	83.9	1 610	
				Morehead City	Carteret	1 060	81.1	860	
				Morganton	Burke	2 050	91.7	1 880	
				New Bern	Craven	3 640	79.4	2 890	Con
				North Wilkesboro	Wilkes	1 160	88.8	1 030	
				Raleigh	Wake	12 220	93.4	11 410	Con
				Reidsville	Rockingham	2 960	88.9	2 630	Con
				Roanoke Rapids	Halifax	2 300	89.1	2 050	
				Rockingham	Richmond	1 070	85.0	910	
				Rocky Mount	Nash	7 220	88.5	6 390	Con
				Salisbury	Rowan	5 740	92.3	5 300	Con
				Sanford	Lee	1 410	92.2	1 390	
				Shelby	Cleveland	3 900	87.7	3 420	Con
				Southern Pines	Moore	1 010	84.2	850	
				Statesville	Iredell	3 350	88.1	2 950	Con
				Tarboro	Edgecombe	1 940	82.0	1 590	
				Thomasville	Davidson	2 870	91.6	2 630	Con
				Wadesboro	Anson	1 020	85.3	870	
				Washington	Beaufort	2 420	81.8	1 980	
				Waynesville	Haywood	850	87.1	740	
				Whiteville	Columbus	830	88.0	730	
				Wilmington	New Hanover	9 930	84.6	8 400	Con
				Winston-Salem	Forsyth	23 360	88.3	20 620	Con

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

**NORTH CAROLINA RADIO MARKETS BY CITIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Ahoskie	Hertford	660	89.4	590	
Albemarle	Stanly	1 190	95.8	1 140	
Asheboro	Randolph	2 040	91.2	1 860	
Asheville	Buncombe	15 390	90.0	13 850	Con
Burlington	Alamance	3 290	94.8	3 120	Con
Charlotte	Mecklenburg	28 910	88.1	25 470	Con - Hooper
Clinton	Sampson	1 060	83.0	880	
Concord	Cabarrus	4 380	92.9	4 070	Con
Dunn	Harnett	1 490	85.2	1 270	
Durham	Durham	17 690	90.2	15 960	Con
Elizabeth City	Pasquotank	3 360	86.6	2 910	Con
Fayetteville	Cumberland	4 830	81.6	3 940	Con
Forest City	Rutherford	1 330	85.0	1 130	
Gastonia	Gaston	5 830	90.2	5 260	Con
Goldsboro	Wayne	4 800	84.2	4 040	Con

**NORTH CAROLINA RADIO MARKET DATA BY COUNTIES**

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Alamance	14,350	92.4	13,260	3,587	19,699	7,934	17,520	48,647
Alexander	3,360	86.0	2,890	170	1,014	306	1,660	3,771
Alleghany	2,310	82.3	1,900	116	263	56	1,116	2,014
Anson	5,190	83.8	4,350	644	2,046	686	6,116	10,437
Ashe	5,170	83.2	4,300	103	581	162	3,086	4,210
Avery	3,770	83.3	3,140	75	512	114	1,426	1,904
Beaufort	8,490	82.2	6,980	1,212	2,745	889	8,367	19,261
Bertie	5,580	82.6	4,610	351	1,951	802	5,777	9,044
Bladen	5,710	82.5	4,710	224	2,270	687	3,091	9,723
Brunswick	4,140	81.9	3,390	97	459	137	893	3,589
Buncombe	31,480	89.8	28,270	8,861	24,517	10,409	31,958	100,985
Burke	8,590	90.0	7,730	1,236	7,624	2,662	7,317	18,584
Cabarrus	14,550	93.7	13,630	3,828	25,323	9,376	20,669	49,081
Caldwell	8,250	88.1	7,270	1,008	8,703	3,158	8,398	18,676
Camden	1,230	86.2	1,060	(A-1)	297(1)	86(1)	---	714
Carteret	5,300	83.8	4,440	781	1,785	645	4,114	10,216
Caswell	3,580	83.0	2,970	110	298	105	1,220	3,551
Catawba	13,240	92.0	12,180	2,728	17,448	6,401	17,081	33,879
Chatham	5,390	86.6	4,670	393	2,015	607	3,402	9,302
Cherokee	4,410	84.4	3,720	321	1,340	387	1,994	5,804

(Continued on page 174)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction uncensored.



**WBT is first ...  
by far ... in the  
Carolinas**

**150% MORE LISTENERS!**

Day and night, seven days a week, WBT averages close to 60% of the audience in Charlotte.<sup>†</sup> That's two and one-half times as many listeners as its nearest competitor! But that's only the beginning. WBT is even more popular outside Charlotte ... in the 94 other Carolina counties where 96% of WBT's 3,500,000 listeners make their homes, and where WBT has virtually no Charlotte competition!

To be first—by far—in the Carolinas, use 50,000-watt WBT.

<sup>†</sup>C. E. Hooper Report, Oct. 1947—Feb. 1948

NORTH CAROLINA RADIO MARKET DATA BY COUNTIES

(Continued from page 172)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Chowan	2,120	81.1	1,720	611	1,179	389	3,924	5,932
Clay	1,460	83.6	1,220	67	573	119	---	586
Cleveland	13,630	87.6	11,940	2,051	10,792	4,116	13,948	31,273
Columbus	10,310	82.6	8,520	779	2,827	900	9,754	22,428
Craven	7,860	81.2	6,380	1,568	3,606	1,397	8,164	20,525
Cumberland	13,110	83.4	10,940	4,016	8,937	3,117	16,766	37,571
Currituck	1,960	82.7	1,620	(A-1)	---	(1)	749	1,666
Dare	1,730	90.2	1,560	243	152	56	806	2,729
Davidson	13,510	91.0	12,290	2,906	12,720	4,467	11,442	28,178
Davie	3,370	89.0	3,000	394	1,348	307	2,040	5,511
Duplin	8,560	82.6	7,070	472	1,398	456	4,873	13,274
Durham	22,770	90.1	20,520	8,186	23,596	9,928	38,719	90,995
Edgecombe	10,120	84.5	8,550	4,619	5,516	2,043	11,016	30,504
Forsyth	36,050	89.8	32,370	10,246	32,974	15,272	54,092	113,147
Franklin	6,600	82.6	5,450	492	1,355	470	3,435	9,356
Gaston	22,960	91.8	21,070	3,124	35,904	14,179	21,750	34,096
Gates	1,900	82.1	1,560	87	218	55	2,363	2,252
Graham	1,690	82.2	1,390	26	188	48	455	1,263
Granville	5,620	83.1	4,670	1,051	1,411	482	7,380	12,359
Greene	3,490	86.8	3,030	116	191	56	1,692	5,127
Guilford	42,500	90.8	38,590	15,773	51,071	21,098	53,031	158,536
Halifax	10,880	83.4	9,070	1,773	7,856	2,634	12,354	27,628
Harnett	9,020	85.9	7,750	1,016	4,091	1,075	8,825	18,932
Haywood	9,220	86.6	7,980	1,240	5,846	2,917	4,851	18,675
Henderson	7,840	88.6	6,950	1,180	3,291	1,090	4,379	18,840
Hertford	3,950	84.8	3,350	524	1,571	522	5,443	8,678
Hoke	2,920	82.9	2,420	210	622	184	2,322	4,651
Hyde	1,830	83.1	1,520	42	144	40	666	1,446
Iredell	12,700	88.8	11,280	2,634	11,853	4,602	12,579	26,530
Jackson	4,310	82.1	3,540	183	1,087	397	2,396	6,939
Johnston	13,310	84.9	11,300	1,251	3,732	1,219	11,717	25,779
Jones	2,560	82.0	2,100	91	296	94	---	2,142
Lee	4,470	89.5	4,000	1,051	2,991	1,099	6,487	12,798
Lenoir	9,230	85.5	7,890	1,767	5,616	1,868	13,008	30,870
Lincoln	5,870	89.1	5,230	634	3,840	1,308	4,416	10,382
McDowell	7,050	87.0	6,130	561	4,613	1,484	3,240	9,833
Macon	4,390	82.0	3,600	224	662	214	1,346	5,694
Madison	4,820	82.0	3,950	207	335	87	3,080	4,448
Martin	5,390	82.2	4,430	747	1,689	491	7,082	13,604
Mecklenburg	40,470	89.2	36,090	18,205	48,326	22,407	105,343	182,860
Mitchell	3,540	87.3	3,090	165	1,443	434	2,436	5,511
Montgomery	3,710	87.3	3,240	562	3,004	843	2,970	7,855
Moore	7,300	86.3	6,300	1,448	4,152	1,450	5,214	16,185
Nash	12,290	84.5	10,380	343	3,649	1,263	15,019	30,319
New Hanover	14,590	86.4	12,610	7,107	16,209	8,115	37,080	58,854
Northampton	5,150	82.5	4,250	391	876	234	5,023	5,548
Onslow	3,380	84.0	2,840	359	918	331	5,691	5,237
Orange	5,580	90.1	5,030	1,243	2,354	797	4,841	11,901
Pamlico	2,470	81.8	2,020	156	243	72	539	1,593
Pasquotank	5,580	86.0	4,800	2,205	3,619	1,315	11,678	17,065
Pender	4,370	81.2	3,550	95	691	249	1,471	4,559
Perquimans	2,140	83.2	1,790	205	536	197	2,264	4,065
Person	4,990	84.2	4,200	477	2,908	1,031	4,541	10,417
Pitt	13,570	84.2	11,430	2,250	4,221	1,428	20,315	40,177
Polk	2,760	87.7	2,420	531	939	329	1,241	3,553
Randolph	10,680	90.1	9,620	1,499	9,321	3,457	10,342	19,463
Richmond	9,110	86.6	7,890	1,383	6,781	2,122	6,294	20,451
Robeson	17,280	82.6	14,280	1,793	5,974	2,089	16,669	37,788
Rockingham	14,870	90.1	13,400	2,534	12,007	5,681	14,697	35,556
Rowan	19,210	92.9	17,850	4,342	11,493	4,433	15,128	49,733
Rutherford	10,560	88.7	9,370	1,320	8,234	3,172	6,402	18,218
Sampson	10,190	81.6	8,320	741	1,587	464	5,841	17,724
Scotland	4,670	81.8	3,820	630	3,800	1,198	6,307	11,315
Stanly	8,670	91.9	7,970	1,415	8,706	3,412	5,737	20,872
Stokes	4,670	85.9	4,010	76	343	96	860	4,999
Surry	9,370	88.4	8,280	1,643	8,900	3,257	10,799	24,387
Swain	1,970	82.7	1,630	80	468	125	767	2,691
Transylvania	2,930	87.4	2,560	230	3,190	1,517	1,559	6,244
Tyrrell	1,100	84.5	930	59	114	30	663	1,446
Union	8,380	86.5	7,250	1,138	2,724	938	6,632	16,807
Vance	6,900	84.5	5,830	1,544	4,744	1,853	11,982	18,785
Wake	27,500	89.9	24,730	9,854	17,000	7,471	45,235	109,238
Warren	5,100	79.2	4,040	497	1,164	278	3,277	7,836
Washington	2,570	85.6	2,200	218	913	316	1,914	4,358
Watauga	4,400	85.0	3,740	398	484	122	2,107	6,280
Wayne	12,640	84.2	10,640	2,126	6,636	2,280	16,188	37,354
Wilkes	9,420	82.8	7,800	811	4,077	1,306	8,054	15,380
Wilson	12,300	84.1	10,340	2,106	5,169	1,769	18,465	34,018
Yadkin	4,900	87.1	4,270	134	271	70	2,315	4,175
Yancey	3,750	81.9	3,070	170	293	78	1,234	2,343

(1)Includes Camden and Currituck Counties. (A-1) Served from adjoining county.  
 Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management."  
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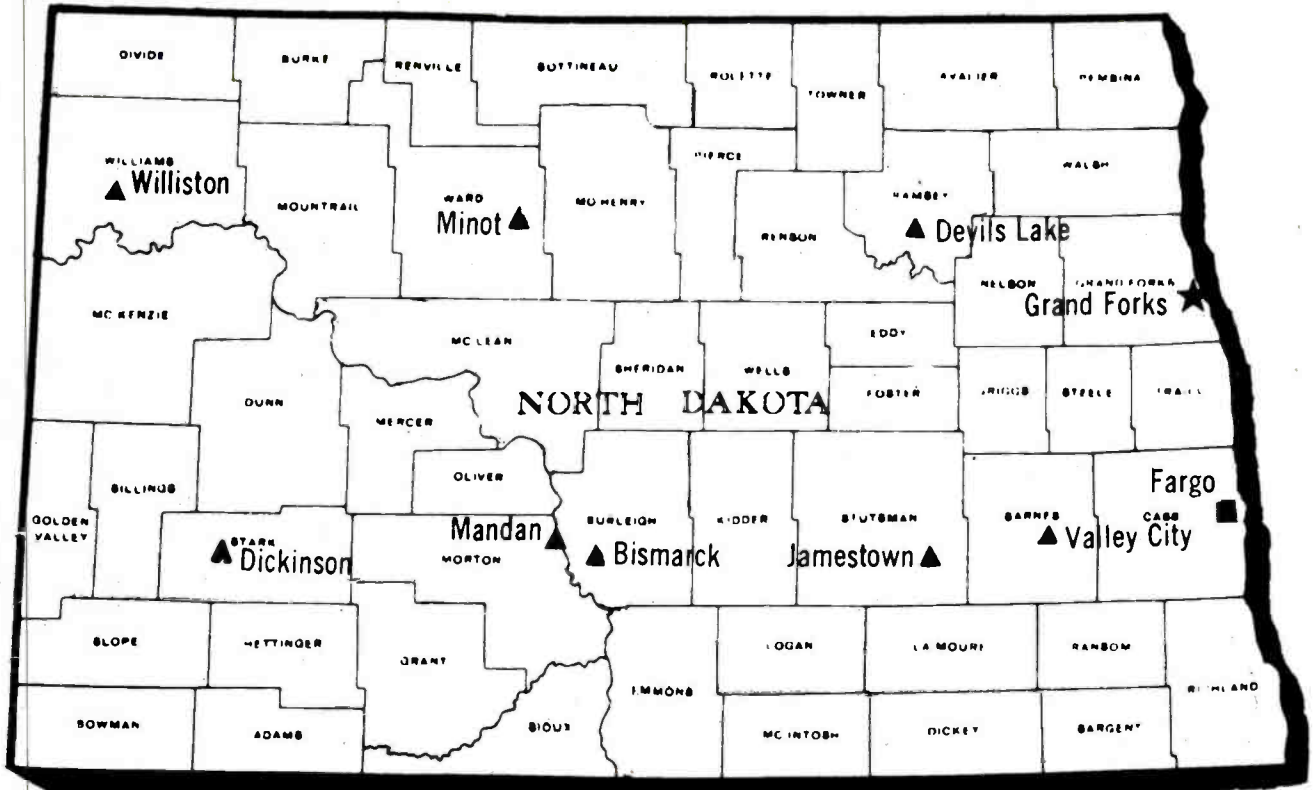
**WBT is first...  
by far... in the  
Carolinas**

**20.5% MORE RETAIL SALES!**  
Annual retail sales in WBT terri-  
tory total \$1,772,284,000.\*  
That's a quarter of a billion more  
more by 20.5%... than an-  
nual retail sales in the 50-100%  
BMB Daytime Audience Area of  
any other Carolina station!

To be first—by far—in the Caro-  
linas, use 50,000-watt WBT.

\*Sales Management, May 1948

JEFFERSON STANDARD **WBT** BROADCASTING CO.  
CHARLOTTE, N. C. • 50,000 WATTS  
Represented by RADIO SALES



See page 3 for key to map.

### MARKET INDICATORS FOR NORTH DAKOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	541,000	'47	641,935	'40
BMB Families -----	136,600	'48	137,700	'46
Per Cent Radio -----	96.9	'48	93.5	'46
Radio Families -----	132,300	'48	128,800	'46
Number of Business Concerns (1)	9,783	'46	10,755	'39
Domestic Urban Electric Consumers	87,000	'46	64,000	'39
Private & Commercial Passenger Auto Registrations	138,953	'46	142,384	'39
Business Telephones -----	25,000	'46	17,700	'39
Residential Telephones -----	71,100	'46	26,600	'39
Nonagricultural Employment (2)	80,000	'46	68,000	'39
Total Income Payments to Individuals	\$908,000,000	'47	209,000,000	'39
Per Capita Income Payments --	\$ 1,678	--	325	'39
Sales of U. S. Savings Bonds (Series E) (3)	\$ 24,028,000	'46	3,594,000	'41
Bank Deposits -----	\$527,000,000	'46	77,000,000	'39
Drug Store Sales -----	\$ 12,133,000	'46	5,243,000	'39
Gross Postal Receipts (4) ----	\$ 3,550,000	'46	2,722,000	'39
Total Private Construction ----	\$ 23,900,000	'46	8,800,000	'39
Private Residential Building --	\$ 7,200,000	'46	2,300,000	'39
Private Nonresidential Building	\$ 4,400,000	'46	1,200,000	'39
Farm Construction -----	\$ 7,700,000	'46	2,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed per-

sons, domestics employed in private homes, vessel employees and public emergency employees. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

### NORTH DAKOTA

#### AM STATIONS

City	Frequency	Power	Net-work
Bismarck	KFYR 550	5,000	NBC
Devils Lake	KDLR 1240	250	MBS
Dickinson	KDIX 1230	250	KBS
Fargo	KFGO 790	5,000	ABC
	WDAY 970	5,000	NBC
	*KVNJ 900	1,000-D	
Grand Forks	**KFJM 1440	1,000-LS 500-N	
		SH-KILO	
	KILO 1440	1,000-LS 500-N	CBS
		SH-KFJM	
	KNOX 1400	250	MBS
	*KVNW 1260	1,000-LS 500-N	

City	Frequency	Power	Net-work
Jamestown	KSJB 600	5,000	CBS-MBS
Mandan	KGCU 1270	1,000-LS 250-N	MBS
Minot	KLPM 1390	5,000-LS 1,000-N	MBS
Valley City	KOVC 1490	250	MBS-KBS
Williston	*KWBM 1450	250	

\* Construction Permit.

\*\* Non-Commercial Station.

#### FM STATIONS

City	Call Letters	Frequency (Mc)	Chan- nel (No.)	Power (Kw)
Fargo	KVNJ-FM	92.3	222	64

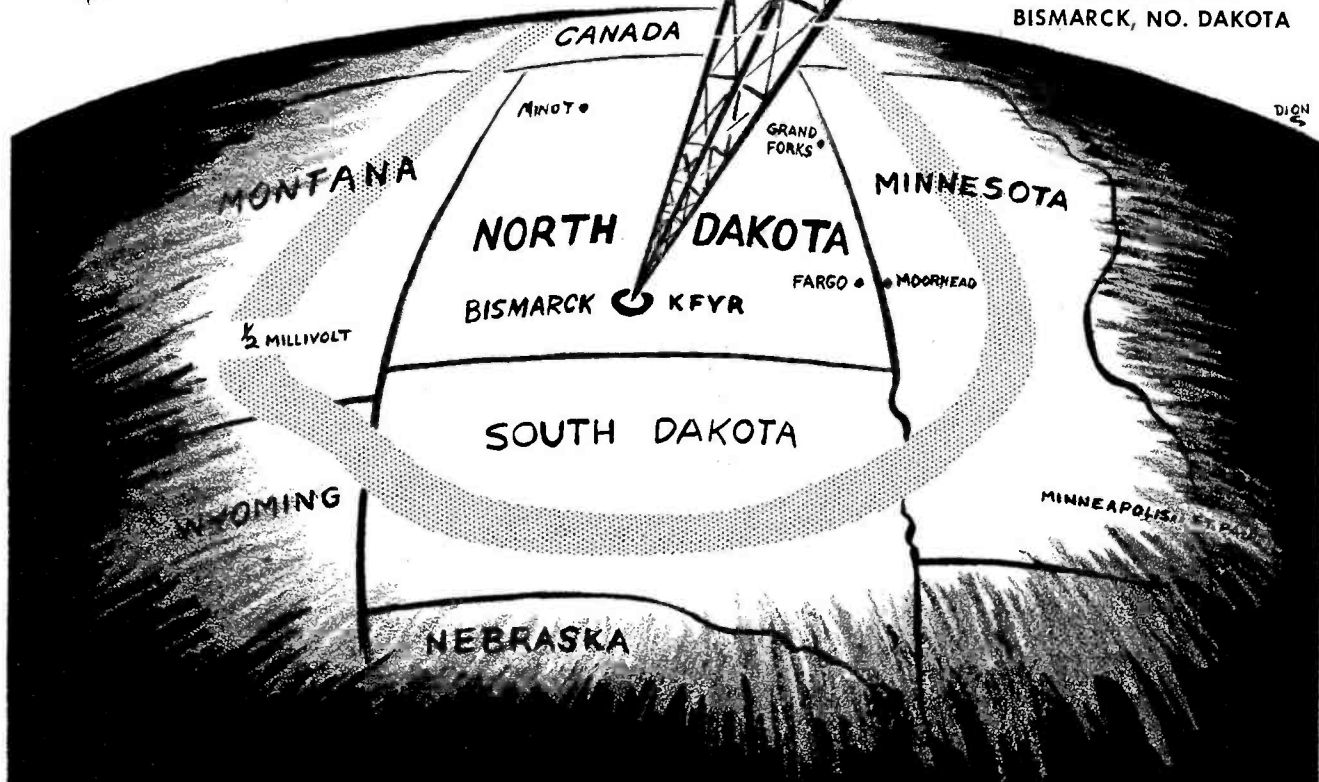
#### NORTH DAKOTA RADIO MARKETS BY CITIES

City	Frequency	Power	Chan- nel (No.)	Power (Kw)
Bismarck	Burleigh	2 710	97.8	2 650 Con
Devils Lake	Ramsey	1 070	97.2	1 040 Con
Dickinson	Stark	1 030	96.1	990 Con
Fargo	Cass	5 970	98.5	5 880 Con
Grand Forks	Grand Forks	3 680	97.8	3 600 Con
Jamestown	Stutsman	1 550	98.1	1 520
Mandan	Morton	1 100	98.2	1 080
Minot	Ward	3 040	97.6	2 980 Con
Valley City	Barnes	1 140	97.4	1 110 Con

**Look At  
That Coverage!**

**KFYR**

550 KC 5000 WATTS  
NBC AFFILIATE  
BISMARCK, NO. DAKOTA



**IT'S TERRIFIC! KFYR COMES IN LOUD AND CLEAR IN A LARGER AREA THAN ANY OTHER STATION IN THE U.S.A.\***  
And within that coverage area wealth has increased 600% in a few years . . . banks are bursting with all time high deposits. The folks are just waiting to spend their money for the good things of life. Get your share of these sales by telling your story over KFYR.

**\*ASK ANY JOHN BLAIR MAN TO PROVE IT!**

## NORTH DAKOTA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	1,120	93.8	1,050	543	308	104	2,811	2,860
Barnes	4,010	97.0	3,890	1,792	1,159	409	6,457	13,585
Benson	2,820	96.8	2,730	879	280	90	4,228	4,918
Billings	500	92.0	460	7	7	1	----	297
Bottineau	3,000	97.0	2,910	1,319	500	166	4,802	7,254
Bowman	950	95.8	910	471	288	87	2,635	3,104
Burke	1,790	96.1	1,720	624	285	109	1,679	3,349
Burleigh	4,300	97.4	4,190	2,816	3,161	1,383	17,875	27,927
Cass	10,300	98.5	10,150	7,415	11,440	5,231	35,212	75,324
Cavalier	3,040	96.7	2,940	754	281	84	3,385	7,029
Dickey	2,300	97.0	2,230	787	747	199	2,723	5,895
Divide	1,760	97.7	1,720	576	339	122	3,973	3,540
Dunn	1,920	95.3	1,830	223	136	50	1,936	2,232
Eddy	1,170	98.3	1,150	531	265	88	1,964	4,343
Emmons	2,380	95.0	2,260	349	305	92	3,143	3,924
Foster	1,290	96.1	1,240	463	317	102	2,116	4,429
Golden Valley	800	93.8	750	427	202	62	2,077	2,511
Grand Forks	6,830	97.8	6,680	4,966	4,896	2,028	20,093	42,472
Grant	1,890	94.2	1,780	212	135	40	2,226	2,232
Griggs	1,430	97.2	1,390	400	213	66	2,749	3,209
Hettinger	1,620	95.7	1,550	809	367	121	5,068	4,133
Kidder	1,610	96.9	1,560	146	135	39	1,883	2,616
La Moure	2,450	97.1	2,380	745	330	113	4,478	4,622
Logan	1,580	95.6	1,510	132	166	46	1,847	2,407
McHenry	3,140	96.5	3,030	1,191	498	180	4,702	6,157
McIntosh	2,050	94.2	1,940	180	313	89	2,772	3,367
McKenzie	1,840	96.2	1,770	230	160	53	1,704	2,964
McLean	3,640	96.2	3,500	908	418	172	5,248	6,452
Mercer	1,990	94.5	1,880	373	283	76	2,765	3,924
Morton	3,800	97.4	3,700	2,129	1,335	504	8,401	12,749
Mountrail	2,560	96.9	2,480	921	376	109	4,875	5,406
Nelson	2,000	97.0	1,940	1,065	362	111	4,115	4,884
Oliver	890	96.6	860	140	37	7	----	645
Pembina	3,320	97.6	3,240	1,415	473	157	6,728	9,347
Pierce	1,910	96.3	1,840	602	371	131	4,361	5,354
Ramsey	3,140	97.5	3,060	1,821	1,267	476	7,788	16,254
Ransom	2,230	97.8	2,180	885	332	102	4,439	6,610
Renville	1,430	98.6	1,410	858	194	70	1,586	2,912
Richland	4,520	98.0	4,430	1,795	1,163	377	7,115	15,660
Rolette	1,950	92.8	1,810	514	287	86	2,866	5,634
Sargent	1,990	97.5	1,940	582	207	58	1,942	3,435
Sheridan	1,460	95.9	1,400	349	99	30	1,459	2,163
Sioux	750	92.0	690	35	48	10	----	1,483
Slope	780	94.9	740	42	36	5	----	401
Stark	2,990	96.0	2,870	1,200	1,406	499	10,208	10,708
Steele	1,470	97.3	1,430	372	132	39	1,984	2,407
Stutsman	4,700	97.4	4,580	1,700	1,675	682	8,189	18,401
Towner	1,650	96.4	1,590	547	239	78	2,737	4,674
Trall	2,670	98.1	2,620	1,573	645	219	8,222	9,050
Walsh	4,000	97.0	3,880	1,900	807	292	10,567	14,638
Ward	6,620	97.6	6,460	4,651	4,065	1,742	20,134	34,014
Wells	2,590	96.9	2,510	918	394	135	4,727	6,784
Williams	3,660	96.7	3,540	1,890	1,417	503	8,908	13,986

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

for a **SUNDAY PUNCH** every day!

**790 kc**

# KFGO

**5000 watts**

## FARGO

**The Greatest Coverage in the Rich Red River Valley!**

**ABC**

Charles G. Burke, Gen. Mgr.

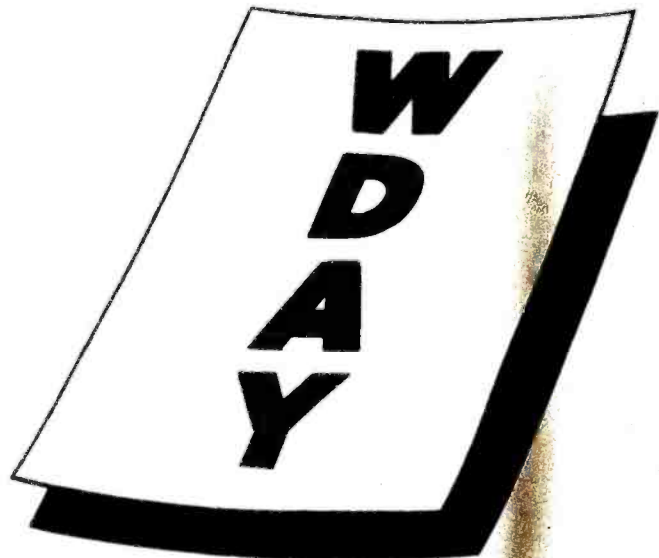
# "MORE WALL PAPER, SUSIE, FOR THE SHOPPIN' LIST!"



**Y**OU betcha, we-uns in the Red River Valley do everything *big scale!* Shoppin', farmin'—spendin' for all kinds of things.

Must be we "listen big," too—and to *WDAY*. Here's proof: This Spring an advertiser on *WDAY* ran a test campaign using 30 top-notch radio stations in eleven states in Mid-America. It was a "boxtop-premium" offer, and at the end, *WDAY* headed the list with a *\$.027 average cost-per-order!* The average for all the other 30 stations was *\$3.485—about 18 times more than WDAY's cost!*

If you want to hear more about *WDAY's* 26-year-old ability to get *buying action* from folks in these parts, just ask Free & Peters for the facts!



**FARGO, N. D.**



**FREE & PETERS, INC.** Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS



See page 3 for key to map.

OHIO

FM STATIONS

City	Call Letters	Freq-ency (Mc)	Chan-nel (No.)	Pow-er (Kw)
Akron	WADC-FM	96.5	243	19.5
	WAKR-FM	97.5	248	20
Alliance	WFAH	101.7	269	1
Ashland	WATG	101.3	267	10.2
Ashtabula	WICA-FM	103.7	279	48
Bellaire	WTRF-FM	100.5	263	20
Canton	WAND-FM	92.5	223	14
	WHBC-FM	94.1	231	25
	WCMW-FM	94.9	235	15
Cheviot Cincinnati	WVAW	96.7	244	0.340
	WLWA	101.1	266	9
	WCTS	101.9	270	12.6
	WSAI-FM	102.7	274	16
	WOYO	104.3	282	
	WCPO-FM	105.1	286	
Cleveland	WBOE	90.3	212	10
	WERE-FM	98.5	253	12
		99.5	258	
	WHK-FM	100.7	264	20
	WEWS-FM	102.1	271	10.3
	WCUO	103.3	277	20

(Continued on page 182)

AM STATIONS

City	Frequency	Power	Net-work
Akron	WADC 1350	5,000	CBS
	WAKR 1590	5,000	ABC
	WHKK 640	1,000-LS	MBS
Ashtabula	WICA 970	1,000-D	CP-5,000-LS
		1,000-N	
Bellaire	WTRF 1290	1,000-D	MBS
Cambridge	WTRF 1270	1,000-D	
Canton	WAND 900	500-D	
	WCAN 1060	1,000-D	
	WBBC 1480	5,000	ABC-MBS
Chillicothe Cincinnati	WBEX 1490	250	
	WCKY 1530	50,000	
	WCPO 1230	250	MBS
	WKRC 550	5,000-LS	CBS
		1,000-N	
	WLW 700	5,000	NBC
	WSAI 1360	5,000	ABC
Cleveland	WGAR 1220	50,000	CBS
	WHK 1420	5,000	MBS
	WJMO 1540	1,000-D	
	WJW 850	5,000	ABC
	WTAM 1100	50,000	NBC
Cleveland Heights	WRSR 1490	250	
Columbus	WBNS 1460	5,000-LS	CBS
		1,000-N	
	WCOL 1230	250	ABC
	WHKC 610	1,000	MBS
		CP-5,000	
Columbus**	WOSU 820	5,000	L-LS, Dallas
Coshocton	WTNS 1560	1,000-D	
Dayton	WHIO 1290	5,000	CBS
	WING 1410	5,000	ABC
	*WPLT 980	5,000	
East Liverpool	WLIO 1570	1,000-D	
Elyria	*WEOL 930	1,000	
Findlay	WFIN 1330	1,000-D	KBS
Hamilton	WMOH 1450	250	MBS
Lancaster	*WHOK 1320	500-D	
Lima	WLOK 1240	250	NBC
	*WIMA 1150	1,000	
Mansfield	WMAN 1400	250	ABC
Marietta	WMOA 1490	250	MBS-KBS
Marion	WMRN 1490	250	ABC-KBS
Middletown	WPBE 910	1,000-D	
Piqua	WPTW 1570	250-D	
Portsmouth	WPAY 1400	250	CBS
Sandusky	WLEC 1450	250	MBS
Springfield	WIZE 1340	250	ABC
	WJEL 1600	500-D	KBS
	WWSO 1210	250-D	
Steubenville	WSTV 1340	250	MBS
Toledo	WSPD 1370	5,000	NBC
	WTOD 1560	1,000-D	
	WTOL 1230	250	ABC
Warren	WRRN 1400	250	MBS
	CP-1440	CP-5,000	
Wooster	WWST 960	500-D	
Worthington	WFRD 880	5,000-D	
Youngstown	WFMJ 1450	250	ABC
	CP-1390	CP-5,000	
	WKBN 570	5,000	CBS
Zanesville	WHIZ 1240	250	NBC

\* Construction Permit.  
\*\* Non-Commercial Station.

# WSPD *First in 1921*

## PIONEER IN TOLEDO RADIO

Let your mind wander back to the year 1921—the year that WSPD was founded. You may well remember the days of cumbersome earphones, unpredictable batteries, and of the delicate task of moving a small wire across a crystal surface. Those were Radio's first days—the days of Marconi, Dr. Lee De Forest, Dr. Frank Conrad, Edward J. Nally and many others. Those were WSPD's first days, and they were difficult ones as is always true in pioneering. But work and science and financial risk have developed Radio into the vital force that it is today. What were dreams 27 years ago, have now become an integral part of the American family.

# WSPD *First in 1948*

## PIONEER IN TOLEDO TELEVISION

Today still more dreams are dissolving into exciting realities. Again WSPD is pioneering and leading the way by presenting to Toledo the world's most dynamic medium of communication—TELEVISION.

For ages, one of Man's most common fancies has been to increase the power of his eyes—to bring within the scope of his vision events happening elsewhere. He has hired soothsayers, gazed into crystal balls—all to no avail. But where magic fell short, science has succeeded. Electronics has opened the door to Television, and in turn, the door to a great, new medium of advertising.

Radio Station WSPD, Mindful Of Its Responsibility To Advertiser And Community Alike, Is Proud To Present To Both This Powerful, New Medium Of Communication.

RADIO STATION  
**WSPD**

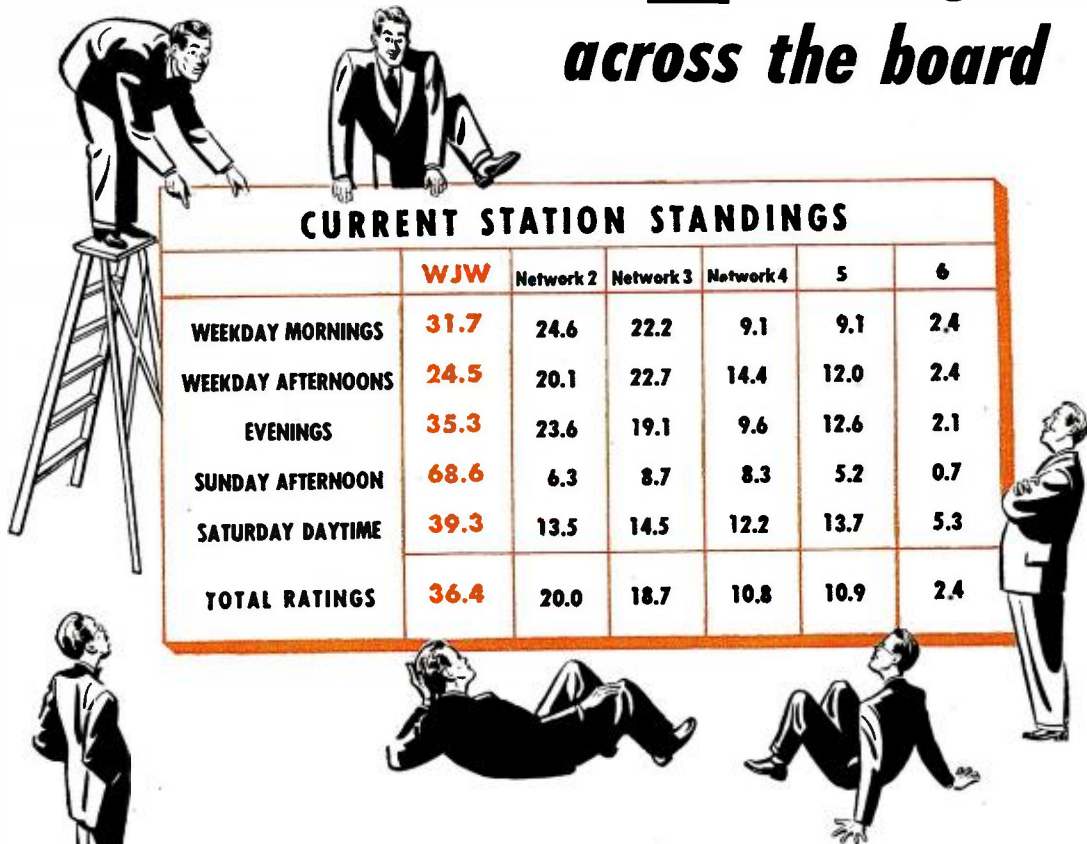
AM • FM • Television  
TOLEDO, OHIO





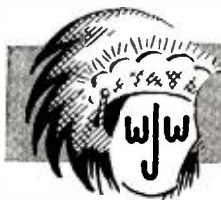


No matter how you look at it—  
**WJW leads in all 5 categories  
 across the board**



● Look at it anyway you wish, here's exciting news from Cleveland, news important enough to make anybody sit up and take notice: WJW is delivering more listeners at all times than any other Cleveland radio station. Above you see this startling news told in figures, figures that mean WJW gives you more listeners at a lower dollar cost than any other radio station in Cleveland. Look at the record and make up your mind to get more for your advertising dollar with WJW.

BILL O'NEIL, President



BASIC  
**ABC Network**

**WJW**

**CLEVELAND**

850 KC  
**5000 Watts**

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

## OHIO RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1948	Taxable pay-rolls—Jan. to Mar. '48, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	6,550	92.5	6,060	1,076	1,268	460	5,613	7,569
Allen	23,960	98.0	23,480	15,532	24,528	12,979	39,903	71,362
Ashland	10,020	97.2	9,740	5,791	4,836	2,229	18,012	26,595
Ashtabula	22,750	97.6	22,210	12,129	9,743	4,447	31,592	62,605
Athens	14,960	95.1	14,230	4,635	5,768	2,644	11,696	29,393
Auglaize	9,400	97.4	9,160	4,667	4,978	2,176	15,526	18,410
Belmont	29,520	95.8	28,290	7,387	15,166	8,336	27,895	52,979
Brown	7,270	94.1	6,840	2,217	1,887	904	8,323	9,681
Butler	38,890	97.4	37,870	19,114	39,157	22,478	61,110	99,260
Carroll	5,120	95.9	4,910	1,139	1,471	697	5,337	7,778
Champaign	8,850	96.8	8,570	3,683	2,868	1,368	12,796	17,361
Clark	32,020	97.5	31,210	15,684	29,162	16,051	54,057	69,687
Clermont	12,030	95.9	11,540	5,116	2,213	868	10,995	18,144
Clinton	8,030	96.6	7,760	3,230	2,897	1,198	14,078	19,040
Columbiana	28,360	97.2	27,560	14,387	18,236	8,478	49,007	78,092
Coshocton	9,880	96.0	9,480	2,995	7,013	2,861	15,101	21,096
Crawford	12,000	97.5	11,700	4,809	7,740	3,980	23,713	29,631
Cuyahoga	402,330	98.3	395,410	235,584	431,432	267,843	1,595,821	1,328,606
Darke	13,060	96.6	12,620	4,666	4,130	1,812	20,127	26,441
Defiance	7,660	97.0	7,430	3,585	4,172	1,916	9,851	18,200
Delaware	9,110	96.7	8,810	3,817	2,487	982	9,625	17,977
Erie	14,040	97.9	13,750	8,850	12,127	6,040	26,959	40,571
Fairfield	15,430	96.6	14,910	6,896	9,055	4,254	20,723	32,387
Fayette	6,720	94.6	6,360	3,056	2,644	1,098	9,220	18,158
Franklin	125,830	98.2	123,620	78,242	120,184	61,770	254,780	458,162
Fulton	7,810	97.1	7,580	4,452	3,165	1,249	14,723	18,453
Gallia	6,820	91.9	6,270	1,518	1,212	451	7,238	11,136
Geauga	6,230	96.1	5,990	2,972	1,705	890	7,327	11,332
Greene	11,760	96.3	11,320	4,937	3,683	1,633	14,218	23,097
Guernsey	12,700	95.4	12,120	4,900	4,812	1,973	14,512	23,140
Hamilton	215,790	97.4	210,250	114,861	235,991	128,615	647,578	728,981
Hancock	13,720	97.9	13,430	7,162	7,688	3,755	18,641	31,659
Hardin	8,990	96.4	8,670	3,400	2,458	865	14,009	16,998
Harrison	5,980	95.7	5,720	1,258	1,974	1,076	7,313	9,052
Henry	7,140	97.3	6,950	3,597	1,961	782	9,819	15,123
Highland	9,330	95.1	8,870	3,283	2,449	805	11,253	18,816
Hocking	6,570	94.5	6,210	1,519	2,083	870	3,210	10,815
Holmes	5,130	92.1	4,750	1,317	966	265	5,840	9,080
Huron	11,310	97.8	11,060	7,713	5,044	2,315	24,296	28,889
Jackson	8,650	93.8	8,110	2,032	3,444	1,297	10,679	16,453
Jefferson	28,670	96.6	27,700	11,551	19,819	10,045	39,328	74,774

(Continued on page 188)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# A Bigger and Better Market Than Ever!

## W F M J W F M J - FM

**5000 WATTS 1390 KC**

**50,000 WATTS 105.1 MC**

(NOW UNDER CONSTRUCTION—IN OPERATION EARLY IN 1949)

**More Listeners—More Results**

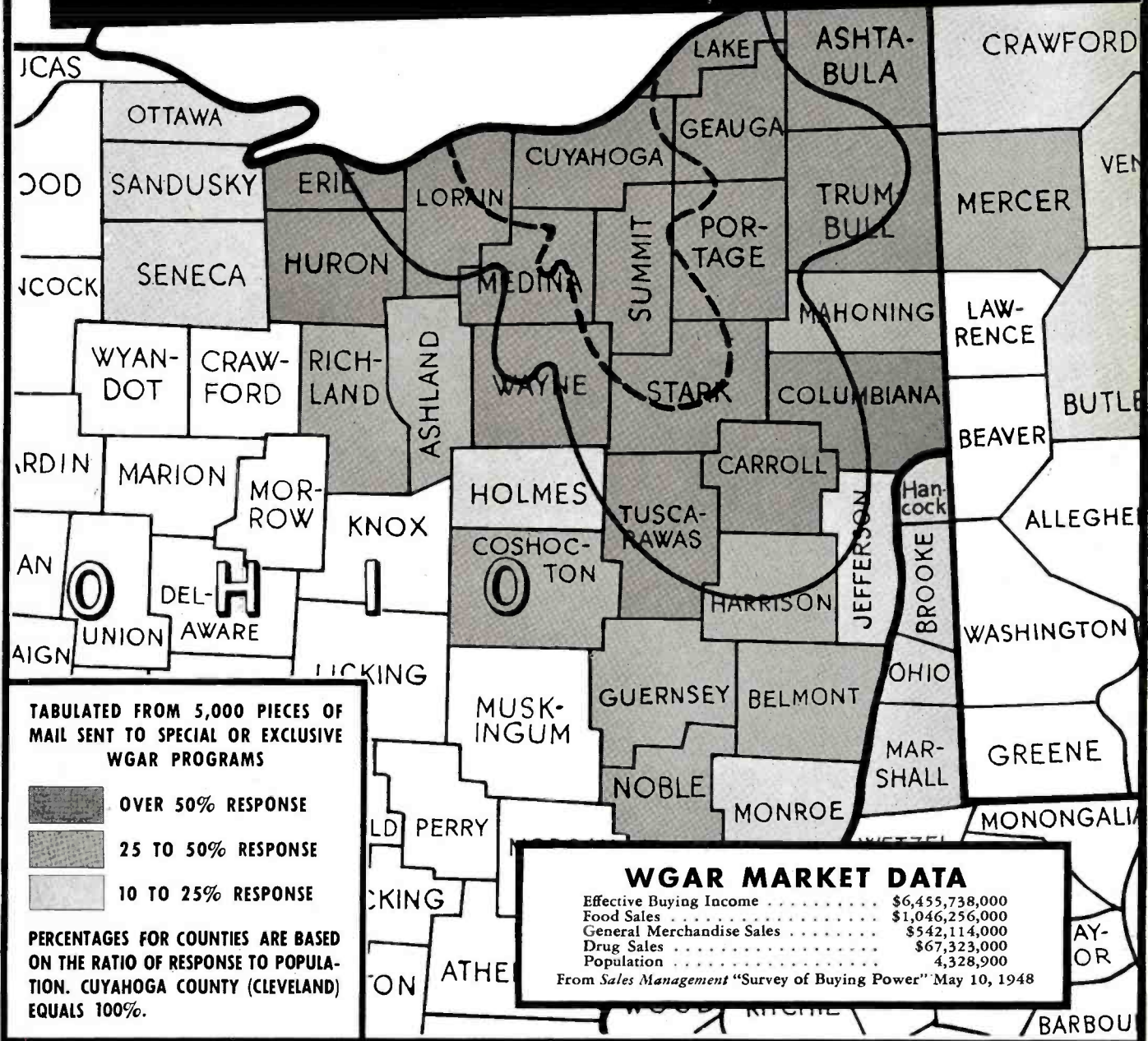
## YOUNGSTOWN—OHIO'S THIRD MARKET

**BASIC AFFILIATE ABC**

*Represented Nationally by Headley-Reed Co.*

**MEMBER BMB**

# HERE'S A SIX BILLION DOLLAR MARKET!



Coverage is one thing. Listening another. WGAR has both. Here is a map of listener coverage as proved by actual mail returns. Here is an area fertile with prospects for you. It contains more than half (52%) of Ohio's buying income and almost half (49%) of Ohio's population!



# WGAR

**50,000 WATTS**  
CLEVELAND

**MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION** in Cleveland... in Akron... in Canton

Represented Nationally by EDWARD PETRY & COMPANY

**One of the  
Nation's  
Oldest Stations  
with  
more than  
2,000,000  
friends**

*Good* PROGRAMS  
FOR 24 YEARS

**WADG**

**FIRST IN AKRON  
OHIO**

ALLEN T. SIMMONS  
OWNER-OPERATOR

*Represented Nationally by George P. Hollingbery Co.*

# OHIO RADIO MARKET DATA BY COUNTIES

(Continued from page 184)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Knox	10,730	97.1	10,420	5,371	6,436	3,103	15,038	23,951
Lake	16,510	96.8	16,320	9,783	10,534	5,990	24,106	45,537
Lawrence	12,660	93.8	11,860	3,330	5,407	2,449	7,347	21,041
Licking	21,750	96.9	21,080	10,462	13,205	6,746	31,994	49,328
Logan	10,440	97.1	10,140	5,146	3,021	1,332	9,936	21,950
Lorain	35,620	98.2	34,970	20,984	34,358	17,342	65,876	95,971
Lucas	114,780	98.3	112,800	58,950	116,660	69,201	254,492	374,049
Madison	6,060	95.0	5,760	2,867	2,168	899	10,346	15,095
Mohoning	71,000	97.2	68,980	37,644	64,267	33,378	118,180	234,497
Marion	14,600	97.2	14,190	7,639	8,167	4,219	22,779	36,891
Medina	10,710	98.0	10,500	5,902	5,777	2,921	22,082	28,358
Meigs	7,290	93.4	6,810	2,466	1,617	629	5,836	12,647
Mercer	7,600	97.2	7,390	2,515	2,996	1,285	19,188	17,446
Miami	17,710	98.2	17,400	8,602	11,551	5,923	31,928	43,830
Monroe	4,910	92.5	4,540	1,538	601	135	2,420	5,456
Montgomery	97,650	98.0	95,720	67,909	113,686	68,427	182,690	325,620
Morgan	3,810	94.8	3,610	1,512	745	263	4,300	6,114
Morrow	5,610	96.1	5,390	1,564	1,283	689	4,633	6,757
Muskingum	22,660	96.7	21,920	10,703	19,474	8,684	27,791	62,374
Noble	4,160	92.5	3,850	1,080	630	273	3,277	4,980
Ottawa	7,700	97.8	7,530	3,202	3,368	1,691	13,219	18,844
Paulding	5,210	96.5	5,030	1,966	1,037	406	5,109	8,478
Perry	9,560	95.6	9,140	2,359	4,254	1,892	8,875	15,039
Pickaway	8,240	94.5	7,790	2,605	1,818	723	11,466	14,213
Pike	4,260	91.1	3,880	902	378	97	2,480	5,260
Portage	14,750	97.4	14,370	7,034	9,028	4,654	28,280	31,911
Preble	8,000	96.8	7,740	3,752	1,620	572	11,998	15,501
Putnam	7,470	97.3	7,270	4,262	1,770	658	11,434	14,368
Richland	24,090	97.7	23,540	15,685	23,846	12,302	51,126	70,201
Ross	14,350	95.0	13,630	6,137	5,358	2,539	19,558	34,233
Sandusky	13,500	97.7	13,190	5,790	7,629	3,608	22,041	33,660
Scioto	25,830	95.2	24,580	8,890	16,836	6,956	20,971	58,128
Seneca	15,300	97.4	14,900	8,154	10,559	5,008	27,083	40,025
Shelby	8,200	97.6	8,000	3,526	4,978	2,613	12,032	17,613
Stark	74,180	97.8	72,570	44,796	75,393	35,207	139,030	236,409
Summit	109,220	98.3	107,350	68,352	138,996	82,767	209,535	361,942
Trumbull	41,180	97.6	40,190	20,702	45,691	27,874	50,432	94,282
Tuscarawas	23,040	96.5	22,240	7,452	11,722	4,949	34,245	51,818
Union	6,840	97.1	6,630	2,222	1,613	647	6,408	14,997
Van Wert	8,670	97.6	8,460	3,466	4,223	1,782	10,964	18,495
Vinton	3,210	91.9	2,950	361	511	184	1,553	3,120
Warren	9,450	96.7	9,140	3,409	3,318	1,427	10,148	18,886
Washington	13,430	94.3	12,670	5,241	5,296	1,755	18,618	26,511
Wayne	16,060	96.5	15,500	8,194	9,218	4,567	29,361	41,774
Williams	8,710	97.6	8,500	3,110	4,099	1,802	16,098	20,900
Wood	16,110	97.7	15,740	5,314	4,279	1,846	24,283	32,163
Wyandot	6,090	96.6	5,880	2,836	2,119	829	10,872	14,564

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# WCPO

**1st MORNING**

**1st AFTERNOON**

**1st EVENING**

**1st SUN. AFTERNOON**

**1st SAT. DAYTIME**

**ACCORDING TO C. E. HOOPER REPORT\***

Represented by the **BRANHAM COMPANY**

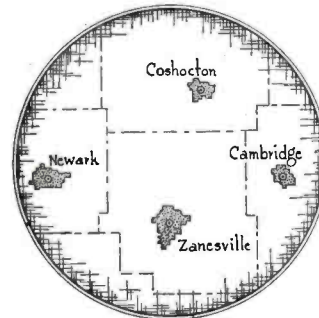
Affiliated with the  
**CINCINNATI POST**

o Scripps-Howard  
station

\* August 1948

# WCPO

CINCINNATI'S NEWS STATION



**FOUR CITIES alone (all within 25 air miles of Zanesville) have 123,400 TOTAL URBAN POPULATION**

City	Population
Zanesville	44,500
Newark	41,400
Cambridge	21,900
Coshocton	15,600

**TOTAL URBAN POPULATION 123,400**

Zanesville is the **NINTH LARGEST TRADING AREA** in the State of Ohio with a total population of 272,000 and retail sales in excess of \$182,000,000.

And **WHIZ** dominates in this rich trading area with more than **60 percent** share of audience. (Conlan of May 23rd, 1948). Ask John E. Pearson about this new **MAJOR MARKET**.

# WHIZ

**NBC IN ZANESVILLE**

# BUT NOT THROUGH ADVERTISING ALONE

**M**ANY are the advertising men, sales managers and manufacturers who have come to WLW with problems. And many are those who have found help. *But not through advertising alone!*

For service at The Nation's Station goes much deeper than merely selling time on the air. Distribution, selling appeal, product and package must all be right if advertising is to be fully effective. And with a "know-how" peculiar to the territory it serves, plus facilities unequalled at any other radio station, WLW is often in a position to help all along the line.

For instance: The maker of a new proprietary product had virtually no distribution and only a few hundred dollars to spend. Through guidance from WLW, he was able to plot his outlets strategically. With the help of WLW's merchandising representatives, he gained the cooperation of dealers. By concentrating his promotion, he won quick public acceptance in this area. Expansion followed. Today, the product is on druggists' shelves throughout the nation and its name is a household word. (We'll tell you the name on request.) Such cases are not uncommon.

WLW-Land is a true cross-section of America. In this vast area are farm homes, rural communities, medium size cities and many large cities—cities dependent upon manufacturing as their principal economic structure . . . cities of equal size dependent upon the distribution of farm products. WLW reaches these towns with the same variance found in a network program—it is dominant in one city and less dominant in another.

The area, the conditions, and the degree of dominance all contribute in making WLW-Land an ideal proving ground for new products and new techniques. And WLW has, in its many facilities, the manpower and "know-how" to check accordingly the effectiveness of your advertising in this area under various conditions.

## WLW SERVICE FACILITIES INCLUDE . . .

### PEOPLE'S ADVISORY COUNCIL

to determine program preferences and for general consumer market studies.

### CONSUMER'S FOUNDATION

to determine consumer reaction to products and packaging.

### MERCHANDISING DEPARTMENTS

to stimulate dealer cooperation, check distribution, report attitudes, etc.

### TEST STORES

to check potential buying responses, effectiveness of new packaging, displays, etc.

### BUY WAY

monthly merchandising newspaper for retailers and wholesalers.

### SPECIALTY SALES

senior drug sales force to help secure basic distribution or supplement current sales or distribution.



# WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

*Crosley Broadcasting Corporation*



**OKLAHOMA**

**AM STATIONS**

City	Frequency	Power	Net-work
Ada	KADA 1230	250	ABC
Aldmore	KWHW 1450	250	MBS-KBS
Chickasha	KVSO 1240	250	ABC-KBS
Clinton	KWON 1400	250	MBS
Duncan	KWCO 1560	250-D	KBS
Durant	*KWOE 1320	1,000-D	MBS
Elk City	KRHD 1350	250-LS	MBS
El Reno	KSEO 750	250-D	KBS
Enid	KASA 1240	250	MBS-KBS
Hobart	*KCHE 1580	500-D	ABC
Hugo	KCRC 1330	1,000	KBS
Lawton	KTJS 1420	250-D	ABC
McAlester	*KIHN 1340	250	ABC
Miami	KSWO 1380	1,000	ABC
Muskogee	KTMC 1400	250	ABC
Norman	*KGLC 910	1,000	ABC
Oklahoma City	KBIX 1490	250	MBS
Pauls Valley	*KMUS 1380	500-N	MBS
Shawnee	*WNAD 640	1,000-D	ABC
Stillwater	KBYE 890	1,000-D	MBS
Tulsa	KLPR 1140	1,000-D	CBS
Woodward	KOCY 1340	250	MBS
	KOMA 1520	50,000	CBS
	KTOW 800	250-D	ABC
	KTOK 1400	250	ABC
	CP-1000	CP-5,000-LS	1,000-N
	WKY 930	5,000	NBC
	KHBG 1240	250	MBS-KBS
	KVLH 1470	250-D	KBS
	WBBZ 1230	250	MBS-KBS
	*KSMI 1260	500-D	MBS

City	Frequency	Power	Net-work
Shawnee	KGFF 1450	250	ABC
Stillwater	*KOAG 840	10,000-D	MBS
Tulsa	KSPI 780	250-D	MBS
	KAKC 1570	1,000-D	MBS
	KFMJ 1050	1,000-D	MBS-ABC
	KOME 1340	250	CP-5,000-LS
	CP-1300	1,000-N	CBS
	KTUL 1430	5,000	NBC
	KVOO 1170	50,000	MBS
	KSIW 1450	250	MBS

\* Construction Permit.  
\*\* Non-Commercial Station.

See page 3 for key to map.

**OKLAHOMA RADIO MARKET DATA BY COUNTIES**

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adair	4,110	81.3	3,340	257	635	130	1,623	2,908
Alfalfa	4,130	93.0	3,840	2,221	647	208	4,747	7,010
Atoka	3,740	81.0	3,030	261	1,860	903	1,410	4,590
Beaver	2,320	90.1	2,090	620	248	88	2,462	2,719
Beckham	6,310	88.4	5,580	1,813	1,847	65C	8,094	14,098
Blaine	4,430	88.5	3,920	1,829	1,205	423	5,606	10,012
Bryan	8,930	87.9	7,850	1,550	1,717	574	6,646	16,504
Caddo	10,350	88.4	9,150	3,140	2,053	715	10,966	19,599
Canadian	7,550	92.6	6,990	3,269	2,106	828	10,788	17,163
Carter	12,320	87.8	10,820	3,327	4,886	1,946	9,347	24,471
Cherokee	4,360	80.0	3,490	436	444	131	2,074	5,266
Choctaw	6,310	82.1	5,180	799	1,044	333	2,486	8,172
Cimarron	1,260	89.7	1,130	203	246	95	2,188	2,327
Cleveland	7,380	92.0	6,790	3,086	2,398	798	9,853	15,686
Coal	2,650	84.5	2,240	245	261	79	654	3,976
Comanche	9,810	88.3	8,660	5,674	4,902	1,856	12,741	27,128
Cotton	3,120	89.7	2,800	647	552	157	2,152	7,261
Craig	5,100	86.7	4,420	1,050	955	291	4,350	10,421
Creek	13,550	88.3	11,960	3,815	4,150	1,498	8,402	26,912
Custer	6,650	89.9	5,980	2,851	2,028	710	8,337	15,497
Delaware	3,790	83.6	3,170	165	185	48	897	3,222
Dewey	2,900	89.3	2,590	991	262	62	3,117	4,668
Ellis	2,490	90.4	2,250	986	326	96	2,409	4,699
Garfield	14,590	93.6	13,660	7,720	8,422	3,617	21,396	49,023
Garvin	7,810	85.8	6,700	1,417	1,479	444	9,127	12,463
Grady	10,810	88.1	9,520	3,383	2,880	999	12,800	21,989
Grant	3,830	95.0	3,640	2,308	524	170	5,625	6,947
Greer	3,800	87.4	3,320	1,101	678	222	4,030	7,591
Harmon	2,350	89.4	2,100	699	358	114	2,151	3,380
Harper	1,750	90.3	1,580	607	233	65	2,348	2,908
Haskell	3,920	85.5	3,350	425	338	92	1,522	4,511
Hughes	6,640	87.3	5,800	1,177	1,277	449	4,260	11,159
Jackson	6,400	89.2	5,710	2,023	1,694	589	7,075	12,055
Jefferson	3,780	87.8	3,320	656	397	114	3,940	5,736

Continued on page 193)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



# FIGURES DON'T LIE . . . But They Often Mislead!

In a recent report reflecting migration between the states, the U. S. Census Bureau listed Oklahoma as one of nine states which have lost population. Numerically, the point is conceded—BUT . . .

## THERE'S MORE TO THE PICTURE THAN MEETS THE EYE . . .

FOR INSTANCE—The wealthy, 26-county KTUL trade area of Northeastern Oklahoma—with Tulsa as its hub—actually FORGED AHEAD IN POPULATION, due to expanding industrialization.

▶ **RADIOWISE**—It has ALSO shown a DECIDED INCREASE IN THE NUMBER OF RADIO FAMILIES. BMB's new and corrected county and city radio ownership report for 1948, credits the KTUL coverage area with:

245,580 RADIO FAMILIES as compared with 196,710 in 1946.

THIS MEANS—

▶ **A "BONUS" INCREASE of  
48,870 RADIO HOMES**

in KTUL Service Range — Another Sizable City of Radio Listeners.

▶ **FURTHERMORE**—Tulsa's business index for the first six months of 1948 shows a marked upswing in buying volume and earnings—this coupled with an expected \$150,000,000 annual recreation "bonanza" for Northeastern Oklahoma, developing from a half-billion dollar dam construction program, already well advanced.

TO THIS ADD—Sales Management's 1948 Survey of Buying Power estimates for the KTUL TRADE AREA: Gross Effective Buying Income—\$878,774,000: Gross Farm Dollars—\$121,312,000: Total Retail Sales—\$587,952,000: Food Sales—\$151,697,000: General Merchandise Sales—\$82,224,000: Drug Sales—\$23,717,000.

**TULSA and NORTHEASTERN OKLAHOMA  
are RICH, DEVELOPING MARKETS . . .  
KTUL HOLDS THE KEY!**

*Avery-Knodel, INC.*  
RADIO STATION REPRESENTATIVE

# KTUL

TULSA, OKLAHOMA

*John Esau*  
Vice-President  
and General Manager

**FM STATIONS**

City	Call Letters	Freq- uen- cy (Mc)	Chan- nel (No.)	Pow- er (Kw)
Ardmore	KVSO-FM	93.7	229	8.2
Clinton	KOAK	107.5	298	12
Durant	KSEO-FM	107.3	297	2.9
Enid	KCRC-FM	102.7	274	5.2
Lawton	KSWO-FM	101.3	267	3.2
Muskogee	KMUS	101.5	268	6.5
	KBIX-FM	98.5	253	9.7
Norman	WNAD-FM	90.9	215	7
Oklahoma City	KOCY-FM	94.7	234	176
	KOKH	90.1	211	0.7
	KTOK-FM	104.3	282	43
	KOMA-FM	105.9	290	210
	WKY-FM	98.9	255	190
Okmulgee	KRNA	93.5	228	0.41
Stillwater	KOAG-FM	91.7	219	42
	KSPI-FM	93.9	230	3.1
Tulsa	KWGS	90.5	213	1
	KAKC-FM	95.5	238	9.5
	KTUL-FM	97.1	246	170

**TV STATIONS**

City and Status	Applicant	Call Letters	Channel No.
Oklahoma City 2, 4, 5, 9			
A	KOMA Inc.		5
A	Mid-South Tele. Bcstg. Co.		5
A	Okla. City Tele. Co.		9
A	Southwestern Pub. Co.		9
CP	WKY Radio- phone Co.	(WKY-TV)	4
Tulsa 3, 6, 8, 10			
CP	Geo. E. Cameron (KOV) Jr.	(KOV)	6
A-H	Public Radio Corp.		10
A-H	Tulsa Bcstg. Co.		8
A-H	Tulsa Tele. Co.		10
A-H	Southwestern Pub. Co.		8
A	Southwestern Sales Corp.		8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Norman	Cleveland	4 060	94.8	3 850	
Oklahoma City	Oklahoma	70 780	93.3	66 040	Con - Hooper
Okmulgee	Okmulgee	5 360	87.7	4 700	Con
Ponca City	Kay	5 660	94.3	5 340	Con
Sapulpa	Creek	4 260	88.3	3 760	
Seminole	Seminole	3 820	90.6	3 460	
Shawnee	Pottawatomie	7 510	91.3	6 860	Con
Stillwater	Payne	3 560	94.9	3 380	Con
Tulsa	Tulsa	49 160	94.9	46 650	Con - Hooper
Wewoka	Seminole	3 130	87.9	2 750	
Woodward	Woodward	1 890	91.0	1 720	

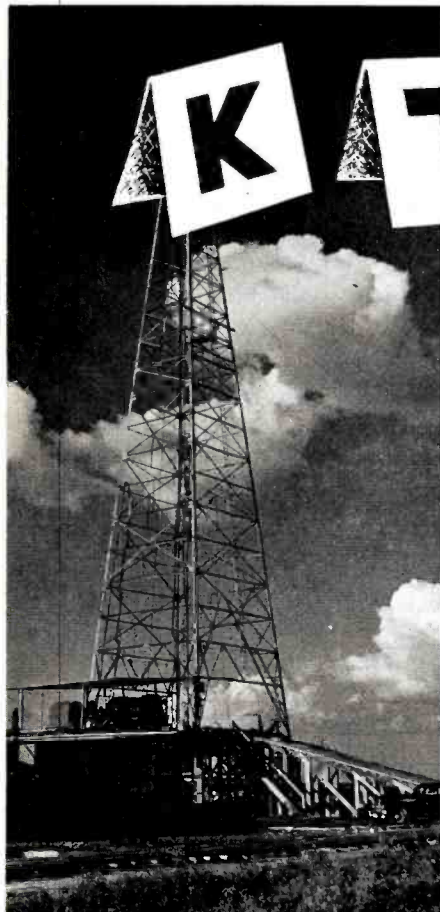
**MARKET INDICATORS FOR OKLAHOMA**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,284,000	'47	2,336,434	'40
BMB Families	644,700	'48	571,000	'46
Per Cent Radio	89.5	'48	82.7	'46
Radio Families	576,700	'48	472,000	'46
Number of Business Concerns (1)	31,986	'46	34,816	'39
Domestic Urban Electric Consumers	367,000	'46	261,000	'39
Private & Commercial Passenger Auto Registrations	429,621	'46	455,771	'39
Business Telephones	128,900	'46	87,800	'39
Residential Telephones	290,000	'46	144,700	'39
Nonagricultural Employment (2)	344,000	'46	315,000	'39
Total Income Payments to Individuals	\$2,124,000,000	'47	796,000,000	'39
Per Capita Income Payments	\$ 930	'47	340	'39
Sales of U. S. Savings Bonds (Series E) (3)	\$ 60,856,000	'46	12,888,000	'41
Bank Deposits	\$1,408,000,000	'46	461,000,000	'39
Drug Store Sales	\$ 56,321,000	'46	25,700,000	'39
Gross Postal Receipts (4)	\$ 11,614,000	'46	7,380,000	'39
Total Private Construction	\$ 88,700,000	'46	41,200,000	'39
Private Residential Building	\$ 39,800,000	'46	22,600,000	'39
Private Nonresidential Building	\$ 23,400,000	'46	4,600,000	'39
Farm Construction	\$ 7,200,000	'46	4,800,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

**OKLAHOMA RADIO MARKET DATA BY COUNTIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Ada	Pontotoc	5 070	92.3	4 680	Con
Altus	Jackson	2 370	88.9	2 550	Con
Ardmore	Carter	5 750	88.2	5 070	Con
Bartlesville	Washington	5 720	95.5	5 460	Con
Chickasha	Grady	4 850	89.3	4 330	Con
Clinton	Custer	2 260	88.5	2 000	
Duncan	Stephens	3 140	92.4	2 900	
Durant	Bryan	3 350	90.1	3 020	Con
Elk City	Beckham	1 710	95.3	1 530	
El Reno	Canadian	3 540	92.9	3 290	
Enid	Garfield	9 930	93.4	9 270	Con
Guthrie	Logan	3 480	89.9	3 130	
Hobart	Kiowa	1 830	89.6	1 640	
Lawton	Comanche	6 300	88.7	5 590	Con
McAlester	Pittsburg	4 240	89.2	3 780	Con
Muskogee	Muskogee	11 070	88.8	9 830	Con



**K T O K**

**NOW BUILDING AS OF THIS DATE FACILITIES FOR 5,000 WATTS DAY**

**YOUR SUPER SALESMAN IN OKLAHOMA'S NO. 1 MARKET**

The biggest part of the buying in the entire state will be done in Oklahoma City where KTOK has a top-flight, concentrated audience—a fact which can be proved by a glance at your latest authenticated Listeners Surveys.

KTOK provides the type of radio programs families enjoy and benefit from most. It is a family station, appealing to every member of the family, and its growth and its increasing service to the community are direct results of its family following.

This market owes its growth to many things—to oil, wheat, cotton, dairy and a wide diversification of industry. KTOK owes its importance to the complete exploitation of audience-building technique. It's a "selling" station . . . that's why KTOK is a super buy for you—at LOW COST. Going soon to 5,000 watts day.

Affiliated with AMERICAN BROADCASTING CO.  
Represented by TALOR-BORROFF and COMPANY, INC.

OKLAHOMA RADIO MARKET DATA BY COUNTIES

(Continued from page 190)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Johnson	2,790	86.4	2,410	266	259	89	1,043	3,631
Kay	15,050	93.2	14,030	7,191	7,940	3,733	17,812	39,713
Kingfisher	4,240	90.8	3,850	1,746	822	259	4,977	9,823
Kiowa	6,170	89.8	5,540	2,028	1,386	440	8,019	12,574
Latimer	3,310	84.0	2,780	219	268	73	1,076	3,191
La Flore	12,060	84.6	10,200	1,109	1,695	651	4,718	13,125
Lincoln	7,330	87.7	6,430	2,065	1,326	460	8,482	10,169
Logan	7,540	89.4	6,740	2,447	1,606	604	8,881	16,754
Love	1,840	87.0	1,600	300	145	39	1,699	2,797
McClain	4,690	86.8	4,070	869	465	127	3,771	5,752
McCurtain	8,760	80.7	7,070	621	1,921	548	3,452	9,681
McIntosh	4,680	84.8	3,970	523	464	122	3,562	5,658
Major	3,170	89.3	2,830	1,321	523	143	3,000	4,856
Marshall	2,110	87.2	1,840	369	313	96	2,149	4,338
Mayes	5,520	85.5	4,720	790	1,165	419	3,985	8,126
Murray	3,420	87.7	3,000	699	592	179	2,296	6,004
Muskogee	18,790	86.6	16,280	6,136	8,632	3,358	18,491	44,659
Noble	4,240	91.5	3,880	1,526	944	310	3,332	8,755
Nowata	4,720	87.1	4,110	824	836	254	2,371	7,135
Okfuskee	6,210	85.0	5,280	770	738	218	4,882	8,126
Oklahoma	82,990	93.1	77,250	45,433	69,313	33,556	137,382	291,373
Okmulgee	14,450	87.0	12,570	3,541	6,162	2,869	8,370	24,943
Osage	12,270	91.3	11,200	2,268	1,585	555	5,289	22,476
Ottawa	11,430	88.7	10,140	2,013	5,855	2,867	9,475	19,677
Pawnee	5,100	88.6	4,520	1,283	774	282	4,061	7,245
Payne	11,120	91.6	10,190	4,502	3,900	1,422	10,563	23,795
Pittsburg	11,750	87.3	10,260	2,369	2,851	1,130	12,213	22,366
Pontotoc	9,940	90.1	8,960	2,171	4,012	1,551	8,513	26,986
Pottawatomie	14,360	90.0	12,930	3,907	4,797	1,771	13,627	33,894
Pushmataha	4,420	78.3	3,460	191	303	73	1,966	5,014
Roger Mills	2,440	86.9	2,120	453	142	35	1,437	3,254
Rogers	6,160	86.7	5,340	1,223	1,091	397	3,863	8,708
Seminole	15,490	89.3	13,840	2,282	3,762	1,409	8,333	29,239
Sequoyah	4,590	81.7	3,750	282	548	186	1,597	4,086
Stephens	7,980	88.7	7,080	2,555	3,758	1,715	12,441	17,383
Texas	3,210	91.3	2,930	1,190	994	407	8,145	8,236
Tillman	5,470	89.6	4,900	1,477	1,133	340	7,062	8,974
Tulsa	65,430	93.9	61,460	40,688	59,131	30,868	174,667	216,311
Wagoner	5,510	81.5	4,490	587	473	135	3,056	5,187
Washington	10,110	93.2	9,420	4,034	6,607	4,088	23,115	25,761
Washita	5,970	90.5	5,400	1,782	916	213	5,936	8,597
Woods	4,590	92.6	4,250	2,420	1,127	427	6,090	11,080
Woodward	4,040	90.1	3,640	1,735	1,406	463	3,459	13,156

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

OREGON

AM STATIONS

City	Frequency	Power	Net-work
Albany	KWIL 1240	250	MBS
Ashland	KWIN 1400	250	KBS
Astoria	KAST 1230	250	MBS-KBS
Baker	KBKR 1490	250	KBS
Bend	KBND 1340	250	MBS-KBS
Coos Bay	KOOS 1230	250	MBS
Coquille	KWRO 1450	250	MBS
Corvallis	**KOAC 550	5,000	KBS
	KRUL 1340	250	KBS
The Dalles	KODL 1230	250-LS	KBS
		100-N	
Eugene	KASH 1600	1,000	MBS
	KORE 1450	250	ABC
	KUGN 1400	250	ABC
Grants Pass	KUIN 1340	250	MBS
Klamath Falls	KFJI 1240	100	MBS
	CP-1150	CP-1,000	
	KFLW 1450	250	ABC

City	Frequency	Power	Net-work
La Grande	KLBM 1450	250	KBS
Medford	KMED 1440	1,000	NBC
		CP-5,000-LS	
		1,000-N	
Newport	KYJC 1230	250	MBS
Ontario	*KNPT 1230	250	
	KSRV 1450	250	
Oregon City	KGON 1230	250	
Pendleton	KWRC 1240	250	
Portland	KPOJ 1330	5,000	MBS
	*KBKO 1290	1,000-D	
	**PBPS 1450	100	
		SH	
	KEX 1190	50,000	ABC
	KGW 620	5,000	NBC
	KOIN 970	5,000	CBS
	KPDQ 800	1,000-D	
	KWJJ 1080	10,000	
	KXL 750	10,000	
		L-WSB	

City	Frequency	Power	Net-work
Reedsport	*KWGN 1340	250	
Roseburg	KRNR 1490	250	MBS-KBS
Salem	KOCO 1490	250	
	KSLM 1390	1,000	MBS-KBS
Tillamook	KTIL 1590	250	KBS

\* Construction Permit.  
\*\* Non-Commercial Station.

FM STATIONS

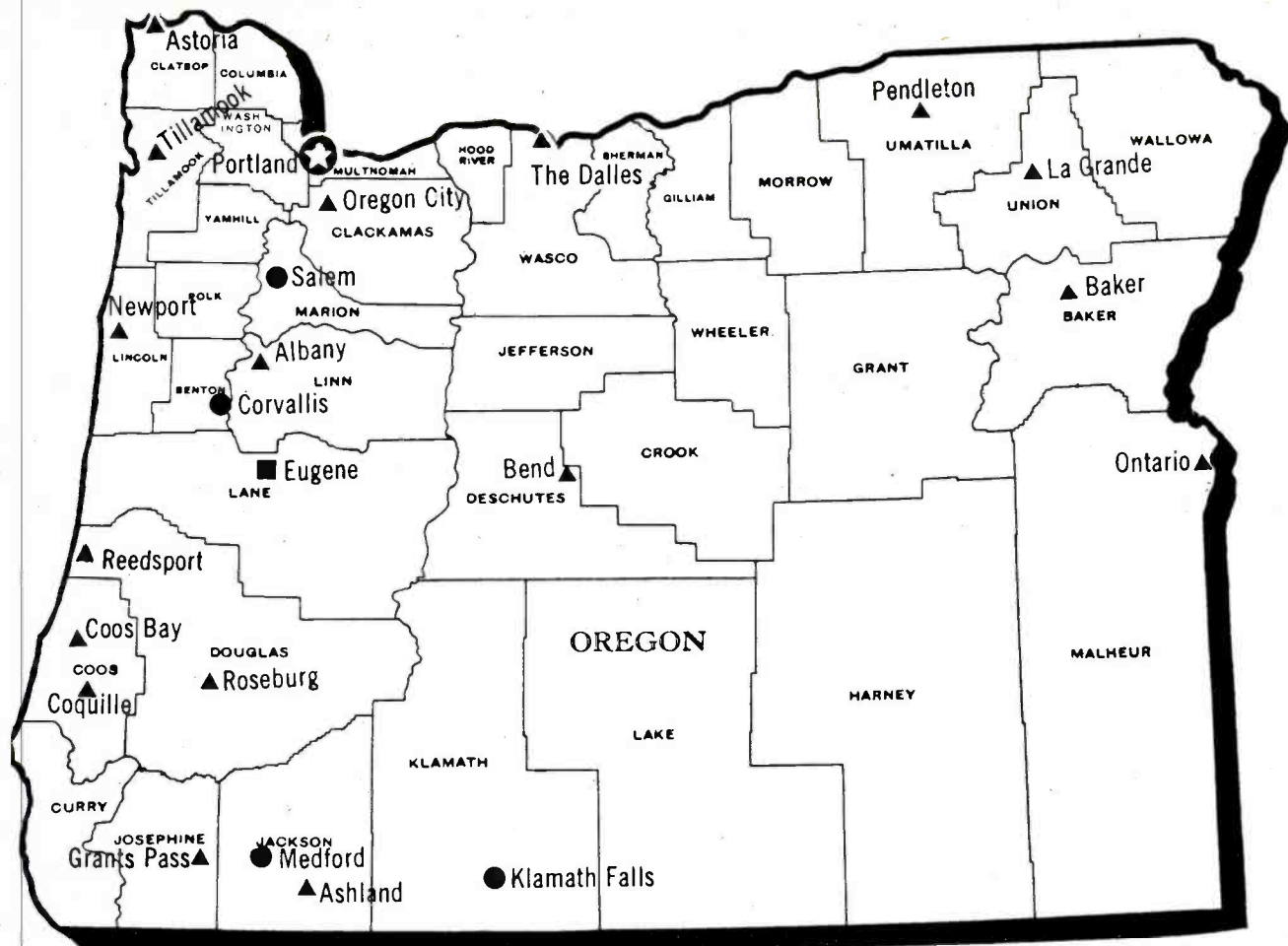
City	Call Letters	Frequency (Mc)	Chan-nel (No.)	Pow-er (Kw)
Albany	KWIL-FM	101.7	269	0.71
Eugene	KRVM	90.1	211	0.4
	KUGN-FM	99.1	256	8
Grants Pass	KGPO	96.9	245	3.1
Klamath Falls	KFLW-FM	94.5	233	
Medford	KMED-FM	105.1	286	0.95

City	Call Letters	Frequency (Mc)	Chan-nel (No.)	Pow-er (Kw)
Portland	KEX-FM	92.3	222	56
	KPRA	95.5	238	3.4
	KPFM	97.1	246	1.53
	KGW-FM	100.3	262	54
	KOIN-FM	101.1	286	210
	KXL-FM	103.5	278	39.9

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
	Portland 3, 6, 8, 10		
A	KOIN Inc.		8
A	KPOJ Inc.		12
A	Edward Lasker		10
A	Oregonian Pub. Co.		6
CP	Video Bestg. Co. (KTVU)		3
A	Westinghouse Radio Stations		10

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.



See page 3 for key to map.

### OREGON RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Albany	Linn	2 590	97.3	2 520	Con
Ashland	Jackson	2 180	96.8	2 110	
Astoria	Clatsop	4 530	97.1	4 400	Con
Baker	Baker	3 900	95.9	3 740	Con
Bend	Deschutes	4 090	97.3	3 980	Con
Corvallis	Benton	3 750	98.1	3 680	Con
Eugene	Lane	9 180	98.1	9 010	Con
Grants Pass	Josephine	2 730	95.2	2 600	
Klamath Falls	Klamath	6 950	97.0	6 740	Con
La Grande	Union	3 410	96.8	3 300	
Marshfield	Coos	2 370	97.9	2 320	
Medford	Jackson	5 080	97.4	4 950	Con
Ontario	Malheur	1 380	95.7	1 320	
Oregon City	Clackamas	2 720	97.8	2 660	
Pendleton	Umatilla	3 270	96.6	3 160	
Portland	Multnomah	140 290	98.0	137 420	Con - Hooper
Roseburg	Douglas	2 180	97.7	2 130	
Salem	Marion	12 240	98.1	12 010	Con
The Dalles	Wasco	2 820	96.8	2 730	
Tillamook	Tillamook	1 180	96.8	1 140	

### MARKET INDICATORS FOR OREGON

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	1,545,000	'47	1,089,684	'40
BMB Families -----	477,900	'48	412,000	'46
Per Cent Radio -----	97.4	'48	93.7	'46
Radio Families -----	465,300	'48	386,000	'46
Number of Business Concerns (1)	24,716	'46	22,863	'39
Domestic Urban Electric Consumers	330,000	'46	241,000	'39
Private & Commercial Passenger Auto Registrations	360,168	'46	305,943	'39
Business Telephones	104,400	'46	65,600	'39
Residential Telephones	201,400	'46	103,200	'39
Nonagricultural Employment (2)	309,000	'46	252,000	'39
Total Income Payments to Individuals	\$1,936,000,000	'47	587,000,000	'39
Per Capita Income Payments -- \$	1,253	'47	544	'39
Sales of U. S. Savings Bonds (Series E) (3)	\$ 41,488,000	'46	14,318,000	'41
Bank Deposits -----	\$1,355,000,000	'46	321,000,000	'39
Drug Store Sales -----	\$ 36,868,000	'46	14,085,000	'39
Gross Postal Receipts (4) --- \$	11,135,000	'46	6,514,000	'39
Total Private Construction --- \$	99,000,000	'46	28,800,000	'39
Private Residential Building -- \$	49,400,000	'46	14,400,000	'39
Private Nonresidential Building \$	37,200,000	'46	6,800,000	'39
Farm Construction ----- \$	4,900,000	'46	3,000,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employees and public emergency employees. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

**The  
New Voice  
of the Northwest  
has made your  
BMB Map  
obsolete**



Since April 8 of this year, when KEX increased its power from 5,000 watts to 50,000 watts, we have been keeping a careful record of mail response with a view to providing you with a more accurate coverage map as a temporary replacement until new, official BMB maps are issued based on the new, 50,000-watt voice of KEX.

Here is the new map, as indicated by KEX mail response. Tear it out and paste it over the old map in your BMB reference book. Solid counties showed mail returns of 50 percent or more of home county (Multnomah); double cross-hatch counties showed 25 percent to 50 percent

of home county; single hatch counties showed 10 percent to 25 percent of home county.

For hard-hitting coverage in the rich Northwest, buy KEX—the only 50,000-watt station in Oregon.

**KEX**

**THE 50,000-WATT ABC AFFILIATE  
IN PORTLAND, OREGON**



**WESTINGHOUSE RADIO STATIONS INC**

**KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV**  
National Representatives, NBC Spot Sales, except for KEX; for Kex, Free & Peters.

## OREGON RADIO MARKET DATA BY COUNTIES

County	1948 Total	Per Cent	1948 Radio	Tel. Homes	Employment	Taxable pay-	Bank Deposits	Retail Sales
	Families	Radio	Families	Jan. 1, 1945	Mid-March 1946	rolls—Jan. to Mar. '46, in 1,000's	1944, 1,000's	1947, 1,000's
Baker	7,320	96.3	7,050	1,795	2,037	925	8,589	22,033
Benton	7,330	97.8	7,170	2,544	3,029	1,412	12,421	24,003
Clackamas	27,200	98.2	26,720	7,635	6,254	3,143	23,783	40,130
Clatsop	11,220	97.4	10,930	3,465	5,538	2,881	16,815	33,738
Columbia	9,060	97.9	8,870	1,791	3,507	1,868	7,797	16,195
Coos	13,960	97.0	13,540	1,863	7,438	4,150	16,845	35,782
Crook	2,370	97.5	2,310	538	936	510	2,657	4,534
Curry	2,420	96.3	2,330	183	309	117	1,278	2,535
Deschutes	7,660	97.0	7,430	1,723	4,064	2,114	10,037	26,210
Douglas	12,400	97.0	12,030	2,490	6,025	3,003	14,338	23,841
Gilliam	1,140	97.4	1,110	373	271	117	2,322	4,059
Grant	2,990	97.7	2,920	427	641	371	2,535	5,897
Harney	2,230	96.0	2,140	174	902	554	2,899	5,070
Hood River	4,350	97.9	4,260	1,019	1,469	644	6,484	11,528
Jackson	16,930	97.2	16,460	4,806	6,951	3,414	23,897	40,642
Jefferson	930	96.8	900	143	274	119	940	1,690
Josephine	8,350	95.6	7,980	964	2,603	1,248	10,132	16,195
Klamath	17,230	97.6	16,810	4,143	8,846	4,796	25,120	69,701
Lake	2,760	96.0	2,650	185	691	340	4,158	7,719
Lane	31,620	97.6	30,870	8,664	16,417	8,299	46,386	87,444
Lincoln	7,040	97.0	6,830	733	3,617	1,651	5,787	12,935
Linn	12,390	96.7	11,980	3,481	6,781	3,231	20,240	25,529
Malheur	7,220	96.1	6,940	1,372	1,683	725	8,887	15,632
Marion	28,650	97.9	28,040	9,413	13,162	6,481	52,798	85,190
Morrow	1,670	98.7	1,640	481	381	179	3,365	3,690
Multnomah	163,550	97.3	159,160	79,807	139,510	82,923	495,503	630,181
Polk	7,390	97.6	7,210	1,494	2,207	1,019	6,987	11,276
Sherman	940	98.9	930	322	173	56	1,384	1,897
Tillamook	5,350	97.4	5,210	1,148	1,918	866	6,646	11,794
Umatilla	10,110	97.1	9,820	3,333	4,982	2,512	21,848	30,269
Union	7,500	97.2	7,290	938	2,128	953	8,515	19,127
Wallowa	2,750	97.8	2,690	514	607	242	2,856	6,860
Wasco	5,170	96.9	5,010	2,121	1,743	833	12,825	19,764
Washington	17,020	97.9	16,670	2,564	3,588	1,612	22,671	28,166
Wheeler	1,250	96.0	1,200	285	375	152	1,106	1,970
Yamhill	10,430	97.8	10,200	2,360	3,967	1,953	18,784	24,877

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

# TIME BUYERS ARE PEOPLE, TOO!

D R A W N   B Y   B A S I L   W O L V E R T O N

## WILLIAM A. (BILL) MORRISON

**Garfield and Guild  
San Francisco**

Succinct is the word for you, Bill Morrison. Your brief thumbnail biographical sketch notes that your "early advertising background was in department stores and men's specialty stores." Then came your association in 1940 with Garfield & Guild, three years with Uncle Sam in the Armed Forces Radio service, and return to G & G in 1945. We wish you could have accepted our invitation to visit the KGW, KGW-FM Open House. It was a grand sendoff for our expanded facilities and new quarters which are especially designed to serve the great and growing Oregon market. The market's getting bigger, too. Since 1940 Oregon's population has increased 41.8 per cent, proof that the Northwest's war boom was not a "flash in the pan". Oregon is the nation's Number Two state in population growth. KGW and KGW-FM are growing with the market. New quarters and new facilities permit KGW and KGW-FM to better serve this market area, one of the richest in the nation from an advertiser's standpoint.

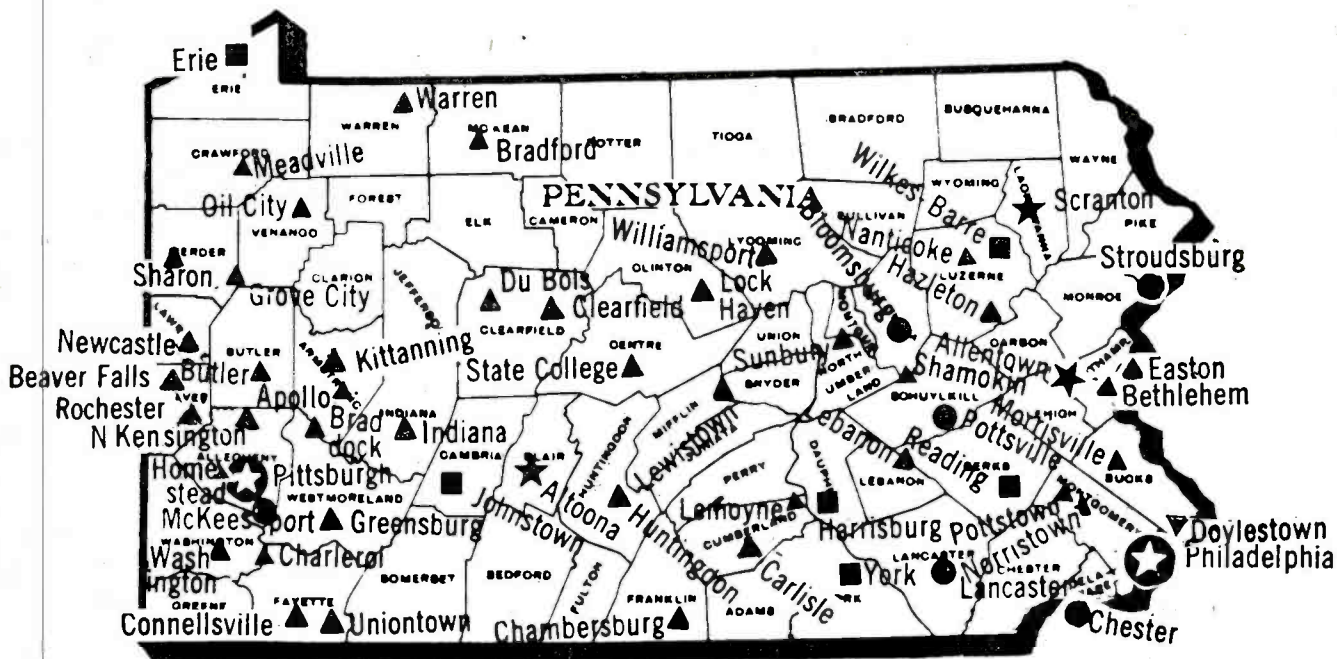


REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**KGW and KGW-FM**  
PORTLAND, OREGON

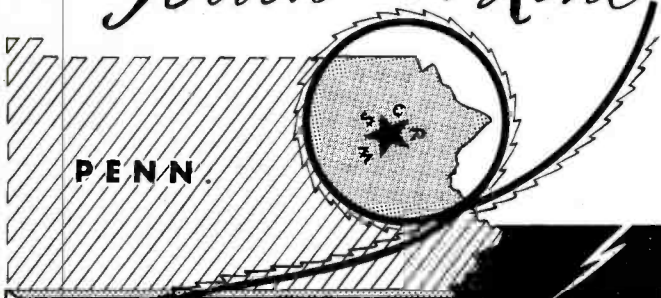
**COMPLETE SCHEDULE  
SIMULTANEOUS SERVICE**





See page 3 for key to map.

*Follow this Line*



**FOR MORE SALES  
in PENNSYLVANIA**

WSCR, Scranton, offers national and regional advertisers a prosperous market of 1,190,156 population which annually spends \$836,540,000 in retail sales (1947 Sales Mgt). The news-music-sports station for Scranton, WSCR pulled 17,537 pieces of mail in a 5 month period from a 13 county area. With 1000 watts (d) on 1000 kc. WSCR is truly One Grand Station.

Either The Walker Company or Frank S. Blair, general manager, can give you full details on WSCR. Say when!



**WSCR**

**PENNSYLVANIA**

**AM STATIONS**

City	Fre- quency	Power	Net- work	City	Fre- quency	Power	Net- work
Allentown	*WAEB 790	500-D		Apollo	WAVL 910	1,000-D	
		1,000-N		Beaver Falls	WBVP 1230	250	
	*WHOL 1230	250		Bethlehem	WGPA 1100	250-D	
	WKAP 1580	1,000-D	KBS	Bloomsburg	WCNR 930	500-D	
	WSAN 1470	5,000	NBC		WLTR 690	1,000-D	
Altoona	WFBG 1340	250	NBC	Braddock	WLOA 1550	1,000-D	
	WJSW 1290	1,000-LS	MBS	Bradford	WESB 1490	250	MBS
	WRTA 1240	250	ABC	Butler	WISR 680	250-D	KBS
	*WVAM 1430	1,000	CBS				

\* Construction Permit.

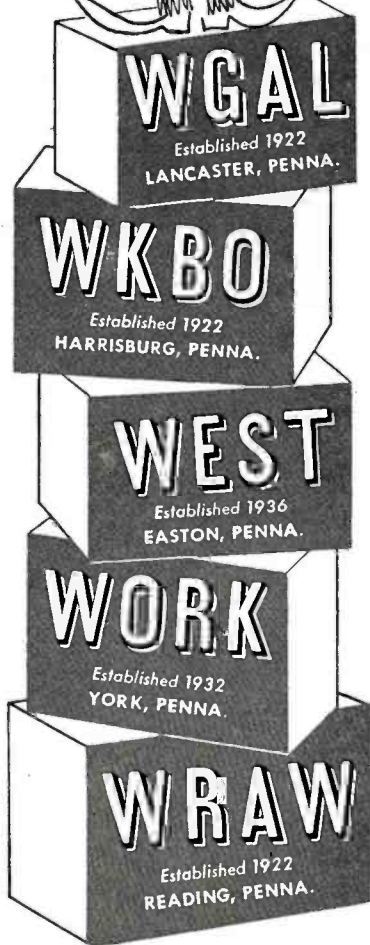
(Continued on page 200)

**MARKET INDICATORS FOR PENNSYLVANIA**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) ..	10,512,000	'47	9,900,180	'40
BMB Families .....	2,879,000	'48	2,624,000	'46
Per Cent Radio .....	95.4	'48	95.7	'46
Radio Families .....	2,746,700	'48	2,512,000	'46
Number of Business Concerns (1)	157,193	'46	166,602	'39
Domestic Urban Electric Consumers .....	2,317,000	'46	2,047,000	'39
Private & Commercial Passenger Auto Registrations .....	1,845,886	'46	1,798,032	'39
Business Telephones .....	679,000	'46	521,900	'39
Residential Telephones .....	1,598,100	'46	905,500	'39
Nonagricultural Employment (2)	3,007,000	'46	2,580,000	'39
Total Income Payments to Individuals .....	\$14,426,000,000	'47	5,819,000,000	'39
Per Capita Income Payments ...\$	1,372	'47	589	'39
Sales of U. S. Savings Bonds (Series E) (3) .....	\$ 355,844,000	'46	98,079,000	'41
Bank Deposits .....	\$10,518,000,000	'46	5,755,000,000	'39
Drug Store Sales .....	\$ 219,956,000	'46	104,392,000	'39
Gross Postal Receipts (4) .....	\$ 75,794,000	'46	49,833,000	'39
Total Private Construction .....	\$ 379,600,000	'46	211,700,000	'39
Private Residential Building ...\$	137,500,000	'46	128,700,000	'39
Private Nonresidential Building \$	176,900,000	'46	44,600,000	'39
Farm Construction .....	\$ 9,200,000	'46	7,500,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.





STEINMAN  
STATIONS

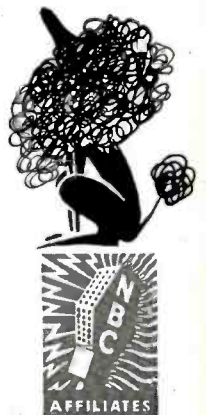
## Consistent Performers in producing sales

These five Pennsylvania Stations can present your sales message directly in the homes of people who have money to spend . . . can create business for you. Farsighted local programming and NBC network shows have developed steady listener popularity for each of these stations. Many smart advertisers depend on them for profitable selling. Write for sales success stories and rates.

Represented individually and as a unit by

**ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles



# WIP

## Produces

**Example**

**#6**

January 1941 saw the beginning of a 15-minute mid-morning news roundup for a local sponsor. Today that same sponsor is very happy, having for the past seven years allowed this program on WIP to carry the heavy responsibility for their radio sales success. In the intervening years they have withdrawn programs from two other stations in favor of the greater, provable sales power of "Philadelphia's Pioneer Voice."

# WIP

## Philadelphia Basic Mutual

**Represented Nationally  
by  
EDWARD PETRY & CO.**

### PENNA. AM STATIONS

(Continued from page 198)

City	Fre- quency	Power	Net- work
Carlisle *	1380	1,000-D	
Chambers- burg	WCHA 800	1,000-D	
Charleroi	WESA 940	250-D	
Chester	WPWA 1590	1,000-D	
	*WVCH 740	250-D	
Clearfield	WCPA 900	500-D	
	*WTWS 1490	250	
Connells- ville	WCVI 1340	250	
Doyles- town	*WBUX 1570	250-D	
Dubois	WCED 1230	250 CBS-KBS	
Easton	WEST 1400	250 NBC-MBS	
Erie	WERC 1230	250 NBC	
	*WIKK 1330	5,000	
	WLEU 1450	250 ABC-MBS	
Greensburg	WHJB 620	250-D	
		CP-1,000-LS	
		500-N	
Grove City**	WSAJ 1340	100	
		SH	
Harrisburg	WHGB 1400	250 ABC	
	WHP 1460	5,000-LS CBS	
		1,000-N	
	WKBO 1230	250 NBC-MBS	
Hazleton	WAZL 1490	250 NBC-MBS	
Homestead*	WHOD 860	250-D	
Hunting- don	WHUN 1400	250 MBS-KBS	
Indiana	WDAD 1450	250 CBS-KBS	
Johnstown	WARD 1490	250 CBS	
	WCRO 1230	250 ABC	
	WJAC 1400	250 NBC	
Kittanning *	1600	1,000-D	
Lancaster	WGAL 1490	250 NBC-MBS	
	WLAN 1520	1,000-D ABC	
		MBS	
Lebanon	WLBR 1270	1,000-D	
Lemoyne	WCMB 960	1,000-D	
Lewistown	WMRF 1490	250 NBC	
Lock Haven	WBPZ 1230	250 MBS	
McKeesport	WEDO 810	1,000-D	
	WMCK 1360	1,000 KBS	
Meadville	WMGW 1490	250	
Morrisville	WBUD 1490	250	
Nanticoke	WHWL 730	1,000-D	
New Castle	WKST 1230	1,000 MBS	
		CP-5,000	
New Ken- sington	WKPA 1150	250-D	
Norristown	WNAR 1110	500-D	
Oil City	WKRZ 1340	250 MBS-KBS	
		SH	
Philadelphia	KYW 1060	50,000 NBC	
	WCAU 1210	50,000 CBS	
	WDAS 1400	250	
	WFIL 560	5,000 ABC	
	WHAT 1340	100	
		ST-WTEL	
	WIBG 990	10,000	
	WIP 610	5,000 MBS	
	WJMJ 1530	10,000-D	
	WPEN 950	5,000	
	WTEL 1340	250	
		ST-WHAT	
Pittsburgh	KDKA 1020	50,000 NBC	
	KQV 1410	5,000 MBS	
	WCAE 1250	5,000 ABC	
	WJAS 1320	5,000 CBS	
	WPGH 1080	1,000-D	
	WPIT 730	1,000-D	
	WWSW 1490	250	
		CP-5,000-LS	
		2,500-N	
Pottstown	*WMAC 1370	1,000-D	
Pottsville	WPAM 1450	250 MBS	
	WPPA 1360	500-D	
Reading	WEEU 850	1,000-D ABC	
		CP-1,000	
	WHUM 1240	250 MBS	
	WRAW 1340	250 NBC	

\* Construction Permit.

\*\* Non-Commercial Station.

**AM STATIONS**

City	Frequency	Power	Network
Rochester	*WYRO 1050	250-D	
Scranton	WARM 1400	250	ABC
	WGBI 910	1,000-LS	CBS
		500-N	
		ST-WQAN	
Shamokin	WQAN 910	1,000-LS	
		500-N	
		ST-WGBI	
Sharon	WSCR 1000	1,000-D	
	WISL 1480	1,000	MBS
State	WPIC 790	1,000-D	
College Stroudsburg	WMAJ 1450	250	MBS-KBS
Sunbury	WHAB 840	250-D	
	*WVPO 1350	1,000-D	
Uniontown	WKOK 1240	250	
Warren	WMBS 590	1,000	CBS
Washington	WNAE 1310	1,000-D	MBS
Wilkes-Barre	WJPA 1450	250	MBS
	WBAX 1240	250	MBS
	WBRE 1340	250	NBC
Williamsport	WILK 1450	250	ABC
York	WRAK 1400	250	NBC
	WNOW 1250	1,000-D	
	WORK 1350	1,000	NBC-MBS
	WSBA 900	1,000-D	ABC

\* Construction Permit.

**FM STATIONS**

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Allentown	WSAN-FM	99.9	260	8
	WFMZ	95.9	240	1
Altoona	WAPJ	96.5	243	
	WFBG-FM	103.7	279	3.9
Bethlehem	WGPA-FM	95.1	236	10
	WEST-FM	107.9	300	16
Bradford	WESB-FM	97.5	248	2.7
Butler	WISR-FM	97.7	249	0.56
	WBUT	103.9	280	0.600
Chambersburg	WCHA-FM	95.5	240	
DuBois	WCED-FM	102.1	271	9.5
Easton	WEEX	98.3	252	1
Erie	WERC-FM	99.9	260	20
	WEEL	97.1	246	
	WLEU-FM	97.9	250	20
Harrisburg	WHP-FM	97.3	247	4
	WABX	100.9	265	1
Hazleton	WAZL-FM	93.9	227	8.7
Johnstown	WJAC-FM	95.5	238	2.4
	WCRO-FM	100.7	264	
	WARD-FM	105.3	287	11
Lancaster	WLAN-FM	96.9	245	20
	WGAL-FM	101.3	267	16
Lebanon	WLBR-FM	100.1	261	0.625
	WLAB	104.1	281	
Lewisport	WLTN	97.9	250	2.25

**FM STATIONS**

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
McKeesport	WMCK-FM	104.9	285	0.5
Meadville	WMGW-FM	100.3	262	10
New Castle	WKST-FM	101.1	266	9.2
Norristown	WNAR-FM	92.1	221	0.470
Oil City	WDOE	98.5	253	20
	WKRZ-FM	105.9	290	6.5
Philadelphia	WJUN	91.7	219	20
	KYW-FM	92.5	223	20
	WIP-FM	93.3	227	20
	WIBG-FM	94.1	231	17
	WFLN	95.7	239	20
	WDAS-FM	96.5	243	
	WCAU-FM	98.1	251	10
	WFIL-FM	102.1	271	9
	WPEN-FM	102.9	275	20
	WUSE	103.7	279	20
	WHAT-FM	105.3	287	20
	WJMJ	106.9	295	20
Pittsburgh	KDKA-FM	92.9	225	9
	WKJF	93.7	229	20

**FM STATIONS**

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Pittsburgh	WMOT	94.5	233	8.5
	WCAE-FM	96.1	241	12
	KQV-FM	98.1	251	20
	WJAS-FM	99.7	259	20
	WPIT-FM	101.5	268	20
Pottsville	WPAM-FM	95.5	238	5.1
	WPPA-FM	101.9	270	2.8
Reading	WEEU-FM	92.9	225	9
Sayre	WCKA	96.7	244	0.270
Scranton	WQAN-FM	92.3	222	1.8
	WMLE	93.7	229	3
	WHWL	96.1	241	
	WGBI-FM	101.3	267	1.8
	WARM-FM	105.7	289	6
Shamokin	WISL-FM	102.9	275	5.5
Sharon	WPIC-FM	102.9	275	26
Stroudsburg	WHAB-FM	96.7	244	0.490
Sunbury	WKOK-FM	94.1	231	4.4
Uniontown	WMBS-FM	105.7	289	1.5
	WNIQ	106.5	293	2.2
Warren	WNAE-FM	92.1	221	0.520
Washington	WJPA-FM	104.3	282	5.8
West Chester	WWCH	91.3	217	2.4
Wilkes-Barre	WBRE-FM	98.5	253	2.2
	WIZZ	103.3	277	2.5
	WILK-FM	107.3	297	3.1
Williamsport	WRAK-FM	100.3	262	3.2
	WLYC	105.1	286	3.0
York	WRZE	98.5	253	8
	WSBA-FM	103.3	277	20
	WNOW-FM	105.7	289	17

**Setting the Pace in Pittsburgh**

**WPIT**

Sunrise

Sunset

Serving a larger area than any present or proposed Pittsburgh Radio Station\* (except KDKA) at 730 on every radio dial.

**WPIT-FM**

20,000 watts channel no. 268  
6:00 a. m. to Midnight

For additional information about the BEST in Pittsburgh Radio, phone, write or wire.

Joseph Hershey McGillvra, Inc.

or

Jack Merdian, General Manager of  
Western Pa's Number 1 Independent Station  
GRant 0794

Affiliated with Friendly Group Stations

WBMS, Boston • WFPG, Atlantic City • WSTV,  
• Steubenville, Ohio • WKNY, Kingston, NY •

\*0.5 MV/M coverage maps from FCC files

**TOPS** IN A RICH INDUSTRIAL AND AGRICULTURAL MARKET

Primary population—682,177; Secondary 1,799,711. Counties in primary area are—York, Lancaster, Adams, Dauphin, Cumberland. Secondary—Franklin, Perry, Juniata, Lebanon, Berks, Chester, Cecil, Harford, Baltimore, Washington, Carroll, Frederick, Baltimore City.

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*Winning Favor with its local Flavor*  
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**WNOW**

THE VOICE OF  
SOUTH-CENTRAL PENNSYLVANIA  
1250 K C

TV STATIONS				City and	Call	Channel
Status	Applicant	Letters	No.	Status Applicant	Letters	No.
Pittsburgh 3, 6, 8, 10						
	A-H Allegheny Bcstg. Corp.		8	A-H Allegheny Bcstg. Corp.		8
	CP Allen B. DuMont (WDTV)		3	CP Allen B. DuMont (WDTV)		3
A-H	Lehigh Valley Bcstg. Co.		8	A-H Louis G. Baltimore Labs.		11
A-H	Penn-Allen Bcstg. Co.		8	A-H Matta Bcstg. Co.		10
A-H	Tri-City Telecasters		8	A-H Pittsburgh Radio Supply House		10
Altoona 9	Central Pa. Corp.		9	A-H United Bcstg. Corp.		10
A	Cable Bcstg. Co.		9	A-H WCAE Inc.		10
Bethlehem (see also Allentown-Easton)				A-H Westinghouse Radio Stations		6
A-H	Philco Tele. Bcstg. Corp.		8	A-H WWSW Inc.		10
Easton (see also Allentown-Bethlehem)				Reading 5c		
A-H	Easton Pub. Co.		8	A-H Eastern Radio Corp.		5
Erie 12				A-H Hawley Bcstg. Co.		5
CP	Dispatch Inc. (WICU)		12	Scranton (see also Wilkes-Barre)		11
A	Fresque Isle Bcstg. Co.		3	A Appalachian Co.		7
Harrisburg 8c				Wilkes-Barre (see also Scranton)		
A-H	Harold O. Bishop		8	A-H Wyoming Valley Bcstg. Co.		11
A-H	WHP Inc.		8	Williamsport 2, 13		
Hazleton				A Central Pa. Corp.		13
A	Hazleton Bcstg. Co.		2	A WRAK Inc.		13
Johnstown 13				York 8c		
CP	WJAC Inc. (WJAC-TV)		13	A-H Helm Coal Co.		8
Lancaster 4c				A-H Susquehanna Bcstg. Co.		8
CP	WGAL Inc. (WGAL-TV)		4			
Meadville				Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing; L indicates license.		
A	Meadville Bcstg. Service		13			
Philadelphia 3, 6, 10, 12						
A-H	Daily News Tele. Co.		12			
A-H	Pa. Bcstg. Co.		12			
O	Phila. (WFIL-TV)		6			
	Inquirer					
L	Philco. Tele. (WPTZ)		3			
	Bcstg. Corp.					
O	WCAU Inc. (WCAU-TV)		10			

PENNSYLVANIA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Coatesville	Chester	3 950	94.4	3 730	
Connellsville	Fayette	3 880	95.4	3 700	Con
DuBois	Clearfield	3 500	95.4	3 340	Con
Easton	Northampton	10 250	96.8	9 920	Con
Ellwood City	Lawrence	3 330	97.6	3 250	
Erie	Erie	33 560	96.8	32 490	Con - Hooper
Farrell	Mercer	3 510	92.0	3 230	
Greensburg	Westmoreland	4 720	96.8	4 570	
Grove City	Mercer	2 000	97.5	1 950	
Harrisburg	Dauphin	25 960	97.6	25 340	Con - Hooper
Haverford	Delaware	8 060	99.3	8 000	
Hazleton	Luzerne	9 740	96.8	9 430	Con
Huntingdon	Huntingdon	2 300	97.0	2 230	
Indiana	Indiana	3 080	97.7	3 010	Con
Johnstown	Cambria	17 810	94.5	16 830	Con
Lancaster	Lancaster	18 530	95.3	17 660	Con
Lebanon	Lebanon	8 070	96.2	7 760	Con
Lewistown	Mifflin	4 060	95.3	3 870	Con
Lock Haven	Clinton	3 150	94.6	2 980	Con
Lower Merion	Montgomery	10 590	99.2	10 510	
Mahanoy City	Schuylkill	3 490	94.6	3 300	
McKeesport	Allegheny	15 430	96.1	14,830	
Meadville	Crawford	5 980	96.2	5 750	Con
Morrisville	Bucks	1 580	98.1	1 550	
Mount Carmel	Northumberland	4 500	93.8	4 220	
Nanticoke	Luzerne	6 410	95.3	6 110	Con
New Castle	Lawrence	13 890	93.8	13 030	Con
New Kensington	Westmoreland	6 850	96.1	6 580	
Norristown	Montgomery	9 210	97.6	8 990	
Oil City	Venango	5 970	95.3	5 690	Con
Philadelphia	Philadelphia	553 810	96.1	532 330	Pul-Con-Hpr
Phoenixville	Chester	3 210	96.0	3 080	
Pittsburgh	Allegheny	191 160	96.1	183 700	Con - Hooper
Pottsville	Schuylkill	6 810	96.0	6 540	Con
Reading	Berks	32 550	96.8	31 510	Con
Sayre	Bradford	2 210	96.8	2 140	
Scranton	Lackawanna	39 960	96.1	38 400	Con
Shamokin	Northumberland	5 250	96.8	5 080	
Sharon	Mercer	7 140	97.6	6 970	Con
Shenandoah	Schuylkill	4 890	92.0	4 500	
State College	Centre	2 050	97.6	2 000	
Stroudsburg	Monroe	1 980	97.0	1 920	Con
Sunbury	Northumberland	4 900	97.5	4 780	Con
Tamaqua	Schuylkill	3 520	97.7	3 440	
Uniontown	Fayette	6 300	94.4	5 950	Con
Upper Darby	Delaware	17 580	99.2	17 440	
Warren	Warren	4 690	95.5	4 480	Con
Washington	Washington	7 630	95.3	7 270	Con
Waynesboro	Franklin	3 170	96.2	3 050	
West Chester	Chester	3 860	95.3	3 680	
Wilkes-Barre	Luzerne	22 210	96.1	21 340	Con - Hooper
Wilkinsburg	Allegheny	9 390	99.1	9 310	
Williamsport	Lycoming	13 590	95.3	12 950	Con
York	York	17 310	96.1	16 630	Con

PENNSYLVANIA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Alliquippa	Beaver	6 770	92.2	6 240	
Allentown	Lehigh	27 660	97.6	27 000	Con
Altoona	Blair	23 340	96.1	22 430	Con
Ambridge	Beaver	5 040	93.7	4 720	
Beaver Falls	Beaver	4 950	96.8	4 790	
Berwick	Columbia	3 790	93.7	3 550	
Bethlehem	Northampton	16 290	97.3	15 850	Con
Bloomsburg	Columbia	3 140	95.5	3 000	
Braddock	Allegheny	4 700	94.5	4 440	
Bradford	McKean	5 410	96.1	5 200	Con
Bristol	Bucks	3 030	97.7	2 960	
Butler	Butler	7 060	95.8	6 760	Con
Carlisle	Cumberland	4 340	94.5	4 100	
Chambersburg	Franklin	4 580	95.2	4 360	Con
Charleroi	Washington	3 180	96.9	3 080	
Chester	Delaware	16 190	95.3	15 430	
Clearfield	Clearfield	2 680	96.6	2 590	

PENNSYLVANIA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Employment		Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
				Tel. Homes Jan. 1, 1945	Mid-March 1946			
Adams	13,000	93.7	12,180	3,336	6,796	2,625	23,046	18,626
Allegheny	403,470	96.3	388,500	222,067	423,410	218,915	1,682,010	1,314,735
Armstrong	24,420	94.4	23,050	8,095	16,512	8,155	32,217	41,569
Beaver	44,140	94.6	41,740	20,984	48,664	22,309	56,656	104,262

(Continued on page 204)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

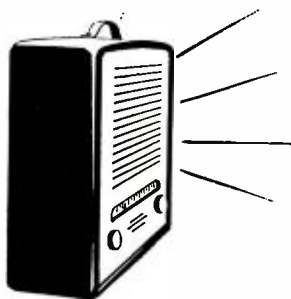
on **WCAU** you're in  
**Philadelphia**

---



**in the U. S. in television  
receiver owners**

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**3rd in the U. S. in  
radio set owners**

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**CBS affiliate**

**AM**

**TV**

**FM**

**FAX**

**THE PHILADELPHIA BULLETIN STATIONS**

PENNSYLVANIA RADIO MARKET DATA BY COUNTIES

(Continued from page 202)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Bedford	13,250	90.8	12,030	2,440	2,651	1,078	10,941	19,498
Berks	72,560	96.2	69,770	32,981	74,775	36,820	130,875	201,905
Blair	41,690	94.9	39,550	20,034	18,664	7,361	40,201	100,656
Bradford	15,680	93.2	14,620	6,844	6,442	2,687	22,812	31,702
Bucks	32,260	97.5	31,440	14,160	21,790	11,575	57,965	65,614
Butler	25,270	95.0	24,010	10,597	16,063	8,189	43,559	60,675
Cambria	57,520	94.1	54,120	16,936	48,040	22,562	58,014	151,038
Cameron	2,260	92.5	2,090	568	1,034	585	3,719	4,969
Carbon	17,550	96.5	16,930	4,880	15,817	8,988	24,378	29,581
Centre	15,930	94.5	15,060	5,803	9,806	4,183	21,580	36,962
Chester	38,170	95.2	36,350	16,696	25,295	11,762	78,708	103,042
Clarion	11,430	93.0	10,630	4,171	5,157	2,503	24,122	21,300
Clearfield	26,430	93.9	24,830	6,524	13,854	6,867	29,716	47,075
Clinton	10,680	94.3	10,070	3,340	8,584	4,032	16,647	21,925
Columbia	16,020	94.3	15,100	5,318	11,603	5,364	29,012	29,334
Crawford	22,590	94.3	21,310	7,456	13,376	6,378	36,130	53,701
Cumberland	23,560	94.8	22,330	5,423	13,243	5,473	37,194	50,373
Dauphin	53,640	96.1	51,540	34,146	48,634	22,132	112,790	162,776
Delaware	91,010	97.8	89,020	58,209	60,280	34,019	97,866	250,426
Elk	9,690	94.8	9,190	2,215	9,034	4,337	17,952	18,597
Erie	54,670	95.4	52,160	27,047	49,535	25,997	120,395	149,561
Fayette	60,480	93.9	56,770	14,634	36,857	20,767	42,470	119,010
Forest	1,670	93.4	1,560	383	899	406	1,775	2,252
Franklin	20,670	92.8	19,190	7,162	13,530	5,756	45,703	42,920
Fulton	2,990	91.6	2,740	203	218	61	3,113	3,094
Greene	13,340	92.6	12,350	4,109	7,006	4,026	10,621	18,990
Huntingdon	12,690	91.9	11,680	2,669	6,628	2,896	11,892	21,634
Indiana	22,700	94.0	21,340	4,823	11,263	6,316	27,892	42,367
Jefferson	15,730	93.4	14,690	4,329	8,385	3,654	20,230	31,383
Juniata	4,720	91.3	4,310	819	1,933	727	7,742	6,524
Lackawanna	79,950	94.6	75,640	26,247	61,005	29,119	132,903	187,819
Lancaster	66,390	93.5	62,090	29,921	51,001	22,358	131,042	178,429
Lawrence	28,720	95.1	27,310	15,935	22,519	11,209	43,030	72,516
Lebanon	21,660	95.4	20,670	7,593	18,886	7,773	40,076	54,689
Lehigh	52,310	96.5	50,490	21,090	51,609	23,672	90,992	164,341
Luzerne	116,750	95.5	111,540	36,381	101,814	30,238	193,726	269,927
Lycoming	29,730	94.1	27,980	14,547	24,693	11,039	45,020	71,482
McKean	17,780	95.7	17,010	9,730	14,836	7,324	43,848	45,535
Mercer	30,070	95.3	28,660	14,073	26,602	9,950	59,384	77,311
Mifflin	13,150	93.1	12,240	4,374	8,754	4,463	15,053	29,015
Monroe	9,180	94.9	8,710	4,088	6,755	2,730	16,389	26,981
Montgomery	82,300	97.3	80,110	54,809	75,394	38,589	154,107	266,860
Montour	4,080	91.9	3,750	1,144	1,950	884	6,480	6,771
Northampton	48,700	96.3	46,890	27,361	59,427	28,384	109,310	136,576
Northumberland	37,500	94.7	35,560	10,104	26,842	12,236	47,290	73,518
Perry	7,430	93.9	6,980	2,033	1,696	583	8,181	9,531
Philadelphia	553,810	96.1	532,330	251,052	672,099	380,349	2,710,817	1,962,712
Pike	2,780	94.6	2,630	740	565	200	3,050	3,938
Potter	5,790	91.9	5,320	1,955	1,587	585	5,966	11,754
Schuylkill	63,020	94.8	59,740	14,943	38,164	18,491	89,751	127,560
Snyder	6,200	92.3	5,720	1,148	1,982	684	8,107	6,771
Somerset	24,770	92.6	22,940	3,982	10,426	5,471	27,656	45,942
Sullivan	2,280	91.7	2,090	683	826	340	2,376	2,383
Susquehanna	10,180	93.3	9,500	3,215	1,949	731	9,728	15,895
Tioga	11,450	93.5	10,710	4,746	5,083	2,168	12,754	20,036
Union	6,000	94.3	5,660	2,206	2,175	931	10,325	9,895
Venango	18,170	94.2	17,120	8,409	14,229	6,859	47,156	42,339
Warren	12,900	94.2	12,150	6,089	9,154	4,430	29,015	41,554
Washington	64,260	94.8	60,920	21,854	47,379	25,361	81,593	136,852
Wayne	8,720	93.7	8,170	3,194	5,492	2,493	16,729	17,856
Westmoreland	89,390	95.3	85,170	32,090	76,825	32,805	123,162	186,254
Wyoming	5,270	93.7	4,940	1,894	1,260	552	7,444	10,882
York	56,380	95.3	53,730	14,993	57,438	26,612	137,784	133,805

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

7,000,000  
to 1

there are

7,287,205 people in WFIL's new 5000 watt daytime coverage area—more than 7,000,000 potential listeners to 1 radio station.

that's

2,586,442 more people than WFIL's 1000 watt signal reached!

which means

when you buy a WFIL program

you get

A BONUS AREA in which 2,586,442 prospective customers live.

that's why we say

better buy **WFIL**, a better buy than ever

**WFIL** 560 KC

*The Philadelphia Inquirer Station*

REPRESENTED NATIONALLY BY THE KATZ AGENCY

## RHODE ISLAND RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Bristol	7,170	99.2	7,110	3,567	7,201	3,717	11,718	14,507
Kent	17,420	98.7	17,190	6,523	9,965	4,576	23,363	44,361
Newport	14,150	98.7	13,960	9,174	5,332	2,319	44,335	43,099
Providence	160,970	98.9	159,270	71,125	201,603	103,374	633,784	561,412
Washington	10,890	97.1	10,570	6,450	7,767	3,818	32,883	37,423

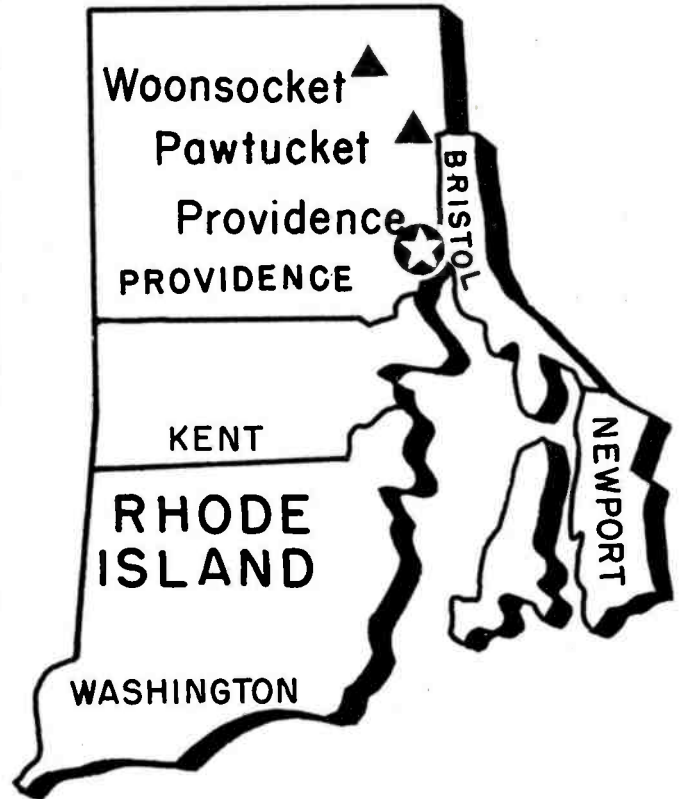
Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

### RHODE ISLAND

AM STATIONS				FM STATIONS				
City	Frequency	Power	Net-work	City	Call Letters	Frequency (Mc)	Chan-nel (No.)	Power (KW)
Pawtucket	WFCI	1420	5,000	ABC				
Providence	WEAN	750	5,000	MBS				
	WHIM	1110	1,000-D					
	WJAR	920	5,000	NEC	Pawtucket	WFCI-FM	101.5	268 20
	WNAF	1290	500-D			WDOM	89.9	210 3.1
	WPRO	630	5,000	CBS		WPTL	91.5	218 2.5
	WRIB	1220	250-D			WPRO-FM	92.3	222 20
Woonsocket	WWON	1240	250			WEAN-FM	94.1	231 16.5
						WJAR-FM	95.5	238 14
						WPJB	105.1	286 20
						WLIV	107.7	299 20
						Woonsocket	WWON-FM	105.5 288

#### RHODE ISLAND RADIO MARKETS BY CITIES

City	Market	Pop.	Per Cent Radio	Radio Families	Notes
Central Falls	Providence	7,170	98.6	7,070	
Cranston	Providence	12,470	99.4	12,400	
East Providence	Providence	9,350	99.3	9,280	
Newport	Newport	8,480	99.1	8,400	
Pawtucket	Providence	23,070	99.0	22,840	
Providence	Providence	74,680	99.1	74,010	Con - Hooper
Warwick	Kent	9,370	99.3	9,300	
Westerly	Washington	3,250	98.5	3,200	
Woonsocket	Providence	14,500	98.5	14,280	Con

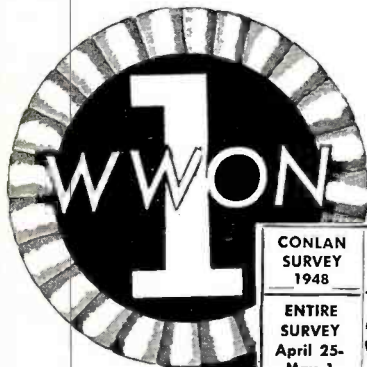


See page 3 for key to map.

### MARKET INDICATORS FOR RHODE ISLAND

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	745,000	'47	713,346	'40
BMB Families -----	210,600	'48	205,100	'46
Per Cent Radio -----	98.8	'48	97.7	'46
Radio Families -----	208,100	'48	200,300	'46
Number of Business Concerns (1)	13,633	'46	12,509	'39
Domestic Urban Electric Consumers -----	203,000	'46	187,000	'39
Private & Commercial Passenger Auto Registrations -----	167,431	'46	154,916	'39
Business Telephones -----	61,000	'46	43,700	'39
Residential Telephones -----	130,500	'46	78,200	'39
Nonagricultural Employment (2)	261,000	'46	244,000	'39
Total Income Payments to Individuals -----	\$1,133,000,000	'47	480,000,000	'39
Per Capita Income Payments... \$	1,521	'47	678	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 22,863,000	'46	7,704,000	'41
Bank Deposits -----	\$1,011,000,000	'46	501,000,000	'39
Drug Store Sales -----	\$ 27,318,000	'46	10,911,000	'39
Gross Postal Receipts (4) -----	\$ 5,508,000	'46	3,471,000	'39
Total Private Construction ---	\$ 31,700,000	'46	18,200,000	'39
Private Residential Building ---	\$ 15,000,000	'46	10,300,000	'39
Private Nonresidential Building \$	12,500,000	'46	5,000,000	'39
Farm Construction -----	\$ 300,000	'46	300,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.



## WINS IN WOONSOCKET!

CONLAN SURVEY 1948	WWON	Ntwk Sta. "B"	Ntwk Sta. "C"	Ntwk Sta. "D"	Ntwk Sta. "E"	Ntwk Sta. "F"
ENTIRE SURVEY April 25-May 1	<b>36.8</b>	4.5	7.7	6.9	19.6	18.7

MORNING PERIODS	WWON	Ntwk Sta. "B"	Ntwk Sta. "C"	Ntwk Sta. "D"	Ntwk Sta. "E"	Ntwk Sta. "F"
	<b>36.4</b>	3.5	9.6	9.6	15.4	19.7

AFTERNOON PERIODS	WWON	Ntwk Sta. "B"	Ntwk Sta. "C"	Ntwk Sta. "D"	Ntwk Sta. "E"	Ntwk Sta. "F"
	<b>43.7</b>	5.3	8.1	4.8	19.3	12.4

EVENING PERIODS	WWON	Ntwk Sta. "B"	Ntwk Sta. "C"	Ntwk Sta. "D"	Ntwk Sta. "E"	Ntwk Sta. "F"
	<b>31.3</b>	4.3	6.5	7.4	21.8	23.4



#### FACTS FOR TIME BUYERS

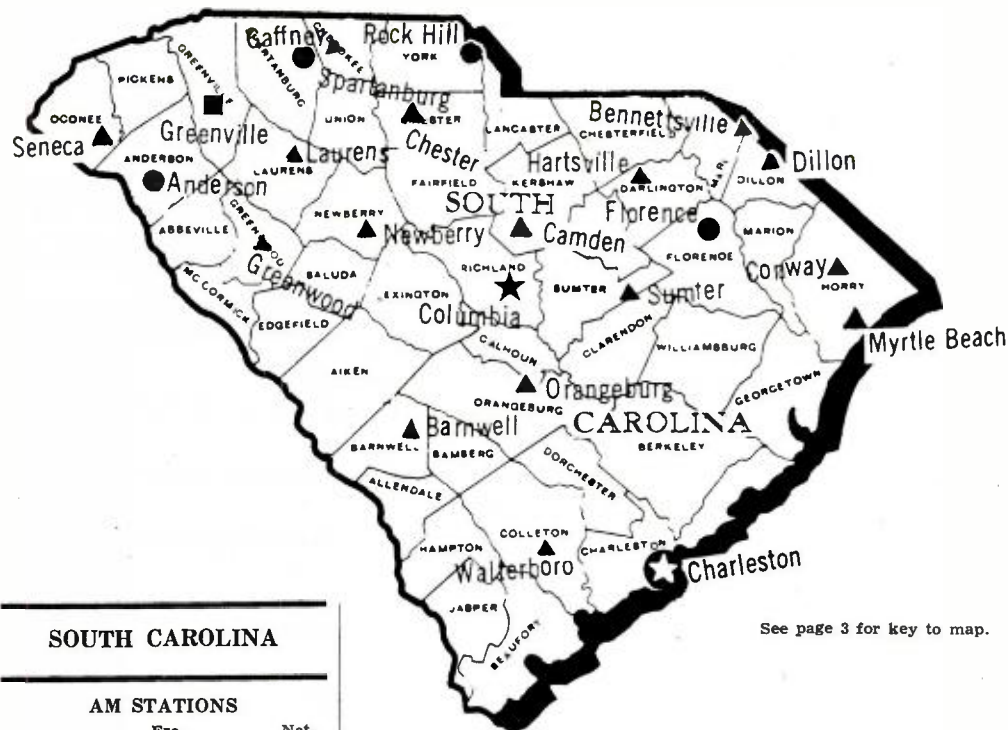
To help you buy to best advantage WWON offers advertisers and agencies "Study of Woonsocket Listening Habits" by Robert S. Conlan and Associates, Inc. Write for your copy today!

ASSOCIATED ELECTRONIC ENTERPRISES, INC.  
WOONSOCKET, R. I.

#### THE SOCK IN WOONSOCKET!

Represented nationally by McGeehan & O'Mara, Inc.





See page 3 for key to map.

**SOUTH CAROLINA**

**AM STATIONS**

City	Frequency	Power	Net-work
Anderson	WAIM 1230	250	CBS
	*WANS 1280	1,000-D	
Barnwell	*WVSC 1240	250	
Bennettsville	WBSC 1400	250	MBS
Camden	*WACA 1590	1,000-D	
Charleston(H)	WCSC 1390	5,000	CBS
	WFAK 730	1,000-D	MBS
	WHAN 1340	250	ABC
	WTMA 1250	5,000-LS	NBC
		1,000-N	
Chester	WUSN 1450	250	MBS
Columbia	*WGCD 1490	250	
	WCOS 1400	250	ABC
	WIS 560	5,000	NBC
	WKIK 1320	1,000-LS	CBS
		500-N	
Conway	WNOK 1230	250	MBS
Dillon	WLAT 1490	250	ABC
Florence	WJMX 970	5,000-D	
	WOLS 1230	250 ABC-KBS	
Gaffney	WFNC 1570	250-D	
Greenville	WESC 660	5,000-D	MBS
	WFBC 1330	5,000	NBC
Greenwood	WMRC 1490	250	ABC
Hartsville	WCRS 1450	250	NBC
Laurens	WHSC 1450	250	MBS
Myrtle Beach	WLBG 860	250-D	KBS
Newberry	WMRA 1450	250	KBS
Orangeburg	WKDK 1240	250 MBS-KBS	
Rock Hill	WRNO 1450	250	MBS
	*WTND 1270	1,000-D	
	WRHI 1340	250 MBS-KBS	
Seneca	WTYC 1150	1,000-D	
Spartanburg	*WSNW 1150	1,000-D	
	WORD 1490	250	ABC
	WSPA 950	5,000	CBS
Sumter	WFIG 1340	250	MBS
Walterboro	WALD 1490	250	MBS

\* Construction Permit.

**FM STATIONS**

City	Call Letters	Freq-ency (Mc)	Chan-nel (No.)	Pow-er (Kw)
Anderson	WCAC	101.1	266	33.2
Charleston	WTMA-FM	95.1	236	49
	WCSC-FM	96.5	245	38
Columbia	WIS-FM	94.5	233	150
Florence	WBFB	94.1	231	14
Greenville	WOLS-FM	106.1	291	
	WESC-FM	92.5	223	12
	WFBC-FM	93.7	229	160
	WMRC-FM	94.9	235	79
Greenwood	WCRS-FM	95.7	239	6.5
Mullin	WSPA	95.9	240	0.600
Rock Hill	WRHI-FM	97.5	248	2.1
Spartanburg	WDXY	100.5	263	14
	WSPA	98.9	255	262

**TV STATIONS**

Greenville 10	Greenville News-Piedmont Co.	10
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**SOUTH CAROLINA RADIO MARKETS BY CITIES**

Anderson	Anderson	6 230	85.1	5 300	Con
Bennettsville	Marlboro	1 560	80.1	1 250	
Charleston	Charleston	24 230	80.6	19 520	Con
Columbia	Richland	18 230	86.0	15 680	Con
Conway	Horry	1 430	79.0	1 130	
Dillon	Dillon	1 160	81.0	940	
Florence	Florence	5 120	82.0	4 200	Con
Greenville	Greenville	11 520	83.8	9 650	Con
Greenwood	Greenwood	4 000	83.5	3 340	Con
Hartsville	Darlington	1 630	76.7	1 250	
Lancaster	Lancaster	1 360	86.8	1 180	
Newberry	Newberry	2 470	84.2	2 080	Con
Orangeburg	Orangeburg	3 500	78.0	2 730	
Rock Hill	York	4 490	89.3	4 010	Con
Spartanburg	Spartanburg	9 880	86.1	8 510	Con
Sumter	Sumter	4 970	80.1	3 980	Con
Walterboro	Colleton	1 040	80.8	840	

**MARKET INDICATORS FOR SOUTH CAROLINA**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	1,951,000	'47	1,899,804	'40
BMB Families	455,400	'48	455,000	'46
Per Cent Radio	83.2	'48	71.2	'46
Radio Families	379,000	'48	324,000	'46
Number of Business Concerns (1)	18,449	'46	15,448	'39
Domestic Urban Electric Consumers	†		†	
Private & Commercial Passenger Auto Registrations	315,795	'46	268,633	'39
Business Telephones	54,300	'46	25,200	'39
Residential Telephones	94,900	'46	36,300	'39
Nonagricultural Employment (2)	359,000	'46	292,000	'39
Total Income Payments to Individuals	\$1,517,000,000	'47	493,000,000	'39
Per Capita Income Payments--	\$ 778	'47	261	'39
Sales of U. S. Savings Bonds (Series E) (3)	\$ 30,740,000	'46	5,857,000	'41
Bank Deposits	\$ 676,000,000	'46	164,000,000	'39
Drug Store Sales	\$ 31,134,000	'46	12,816,000	'39
Gross Postal Receipts (4)	\$ 4,619,000	'46	2,687,000	'39
Total Private Construction	\$ 58,100,000	'46	28,800,000	'39
Private Residential Building	\$ 14,400,000	'46	16,500,000	'39
Private Nonresidential Building	\$ 34,100,000	'46	6,900,000	'39
Farm Construction	\$ 3,900,000	'46	2,500,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employees and public emergency employees. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † South Carolina figures included in North Carolina.

**GREENVILLE NOW FIRST**



Figures From Sales Management 1948 Survey of Buying Power.

**WFBC**  
COVERS  
THIS TOP  
**SOUTH CAROLINA**  
**MARKET**

Greenville County, first in Sales and Income in South Carolina is one of 13 rich counties in which WFBC has primary coverage . . . an area in which radio ownership closely approaches the national average reported by BMB of 94.2%.



**WFBC**  
5000 Watts 19 Hours Daily  
and WFBC-FM  
93.7 Channel • 60,000 Watts  
**GREENVILLE, S. C.**  
THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

## SOUTH CAROLINA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Abbeville	5,060	80.2	4,060	565	2,804	1,017	2,831	8,142
Aiken	12,350	84.0	10,380	1,638	6,530	2,814	4,890	20,373
Allendale	2,740	78.1	2,140	277	696	180	1,144	4,088
Anderson	21,790	86.3	18,810	2,773	17,526	6,252	16,861	48,293
Bamberg	4,090	77.7	3,180	386	1,353	421	2,046	8,343
Barnwell	4,750	77.7	3,690	328	731	215	1,950	6,785
Beaufort	4,020	76.6	3,080	553	1,354	458	3,497	8,192
Berkeley	4,730	78.8	3,730	67	1,182	381	185	6,239
Calhoun	3,130	77.6	2,430	217	692	176	1,948	5,813
Charleston	36,120	82.0	29,610	10,225	29,231	12,230	57,559	112,464
Cherokee	7,530	86.3	6,500	1,079	4,432	1,366	6,336	14,307
Chester	7,400	84.2	6,230	1,371	5,369	2,076	5,480	16,451
Chesterfield	6,860	81.5	5,590	535	2,753	733	3,712	13,720
Clarendon	5,870	77.2	4,530	325	886	262	1,538	9,566
Colleton	6,210	77.3	4,800	476	1,504	382	4,961	10,772
Darlington	10,680	80.7	8,620	1,218	5,885	2,416	8,201	23,339
Dillon	5,950	80.7	4,800	608	1,890	560	4,330	12,450
Dorchester	5,260	80.0	4,210	568	1,436	485	2,323	7,873
Edgefield	4,000	80.0	3,200	372	1,106	350	3,142	6,333
Fairfield	5,580	79.7	4,450	302	2,745	968	2,911	8,577
Florence	15,130	81.5	12,330	2,563	6,416	2,152	15,422	47,523
Georgetown	6,700	79.1	5,300	534	5,076	1,731	3,238	12,765
Greenville	41,320	89.2	36,850	8,645	39,746	16,634	49,675	126,152
Greenwood	10,250	85.4	8,750	1,688	12,697	4,853	8,474	29,132
Hampton	4,230	78.0	3,300	136	1,803	546	1,124	4,674
Horry	11,080	79.6	8,820	694	3,242	906	9,117	26,553
Jasper	2,920	78.4	2,290	134	713	189	850	2,077
Kershaw	6,900	79.0	5,450	732	3,444	1,072	6,638	12,447
Lancaster	7,650	86.8	6,640	535	5,901	2,214	4,421	15,898
Laurens	11,600	84.2	9,770	1,033	7,405	2,927	6,848	21,312
Lee	4,010	75.8	3,040	285	628	169	1,781	9,348
Lexington	9,620	85.1	8,190	998	2,676	885	2,497	13,069
McCormick	2,120	77.8	1,650	88	564	113	484	2,831
Marion	6,950	79.1	5,500	884	2,266	711	9,551	16,734
Marlboro	6,400	79.4	5,080	802	2,695	920	4,875	14,021
Newberry	7,720	82.8	6,390	1,132	5,534	2,026	4,904	17,942
Oconee	7,920	84.8	6,720	838	4,393	1,449	4,315	13,898
Orangeburg	14,640	78.3	11,430	1,527	4,896	1,626	13,403	31,319
Pickens	8,680	83.5	7,280	687	6,161	2,050	5,125	15,848
Richland	27,250	86.4	23,560	11,524	24,707	9,612	41,052	117,173
Saluda	3,140	80.6	2,530	188	692	162	1,647	3,736
Spartanburg	34,080	88.5	30,170	5,789	31,112	11,958	27,288	89,905
Sumter	11,650	78.6	9,160	2,236	6,034	2,105	12,443	33,400
Union	7,910	84.1	6,650	747	6,346	2,393	3,469	17,359
Williamsburg	7,700	76.2	5,870	382	1,468	405	3,509	12,431
York	13,710	85.9	11,780	2,348	11,697	4,484	13,538	35,371

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

SO YOU'RE THINKING OF

# SOUTH CAROLINA?

- WIS serves more counties in the State than any combination of 2 South Carolina stations.
- In addition to a daytime State-wide coverage, WIS serves 15 North Carolina and Georgia Counties.
- 89.22% of Columbia's shoppers reside in the 20-county (BBD&O) Columbia Trading Area.
- Only WIS provides substantial saturation in all counties in the Columbia Trading Area.
- WIS is the only NBC affiliate within an eighty-mile radius of Columbia, the Capital City.
- There is no station with more than one kilowatt power within eighty miles of Columbia.

The State of South Carolina's effective buying income was set at \$1,575,252,000 (†).

From 1939-1945, South Carolina led the United States in industrial growth with 19%.

HOURLY HOOPER STATION LISTENING INDEX					
Share of Audience					
City Zone, Columbia, S. C.	Sets-in-Use	WIS	Station "B"	Station "C"	Station "D"
Time					
8-9 AM	16.1	44.6	27.3	18.6	9.5
9-10 AM	15.5	36.3	41.0	14.7	8.0
10-11 AM	16.9	47.9	31.2	7.3	13.2
11-12 AM	18.0	42.5	22.8	11.0	21.9
12-1 PM	19.4	42.7	26.2	21.0	10.1
1-2 PM	14.3	42.8	25.6	15.8	14.9
2-3 PM	18.3	52.2	20.2	16.0	11.6
3-4 PM	18.5	56.8	22.7	10.8	9.7
4-5 PM	19.6	59.9	15.5	13.0	11.2
5-6 PM	18.3	58.3	20.3	12.0	9.4
6-7 PM	16.2	58.1	21.4	11.5	9.0
7-8 PM	19.2	54.9	25.3	7.2	11.9
8-9 PM	28.3	55.3	22.1	7.1	15.0
9-10 PM	34.9	55.6	22.0	7.1	12.9

- A single broadcast "pulled" 11,421 pieces of mail for the "WIS Hillbillies" program.
- 5,000 watts on 560 kilocycles makes WIS "South Carolina's Most Powerful Voice".

- 8 hours daily, WIS had more listeners in Columbia than the other 3 stations combined (\*).
- 84% of the measured time, WIS has more listeners than the combination of any 2 stations (\*).
- WIS had a rated daytime audience in 43 of the State's 46 counties (BMB-WIS March, 1946).
- South Carolina's increase in Cash Income from Farm Market, 1940-46, was a total of 219.2%.
- Retail Sales figures for last year in South Carolina were a healthy \$1,095,071,000 (†).
- WIS-fm is offered to all advertisers as a bonus, with no additional charge for the service.
- For more conclusive proof of all these statements, see us, or ask Free & Peters, Inc.

(\*) C. E. Hooper, Inc., Spring, 1948 - Columbia City Zone

(†) Sales Management (Estimates) January 1, 1948

WIS

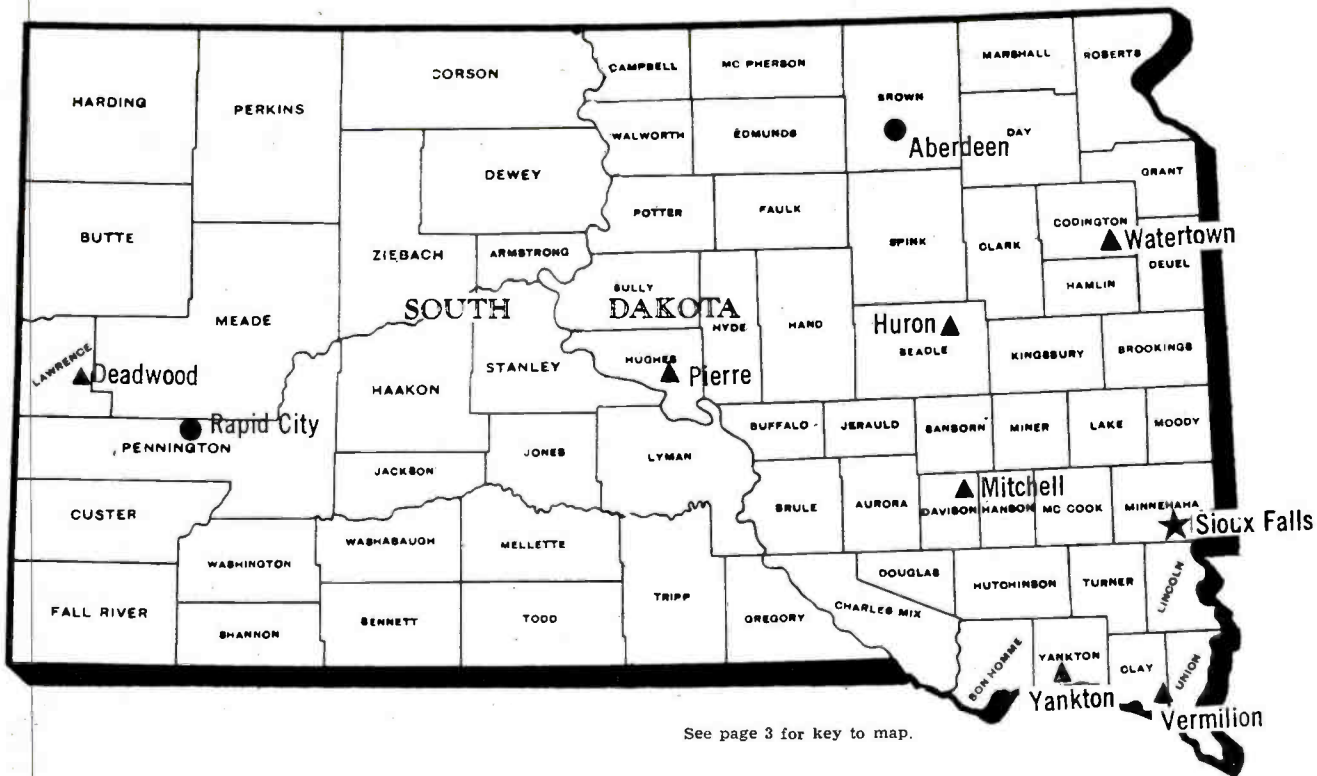
5000watts- NBC affiliate

COLUMBIA, S. C.

560 k.c. plus fm

C. RICHARD SHAFTO  
General Manager  
J. DUDLEY SAUMENIG  
Managing Director

**FREE & PETERS, INC.**  
NATIONAL REPRESENTATIVES



See page 3 for key to map.

**SOUTH DAKOTA**

AM STATIONS		City	Fre- quency	Power	Net- work
Aberdeen	KABR 1420 KSDN 930	1,000	MBS	5,000	
Deadwood	KDSJ 1450	250	KBS		
Huron	KLJV 1340	250	MBS		
Mitchell	KMHK 1490	250	MBS		
Pierre	KGFX 630	200-D	KBS		
Rapid City	KOTA 1380 WCAT 1230	5,000 100-D	CBS		
Sioux Falls	KELO 1230	250	SH		
	CP-1320				
	*KIHO 1270	1,000	MBS		
	KSOO 1140	5,000			
	L-WRVA				
	KISD 1230	250			

FM STATIONS		City	Fre- quency	Chan- nel	Power
		Vermillion	**KUSD 92.0	500	500
		Watertown	KWAT 124.0	250	250
		Yankton	WNAX 57.0	5,000	5,000
					ABC-MBS

\* Construction Permit.  
\*\* Non-Commercial Station.

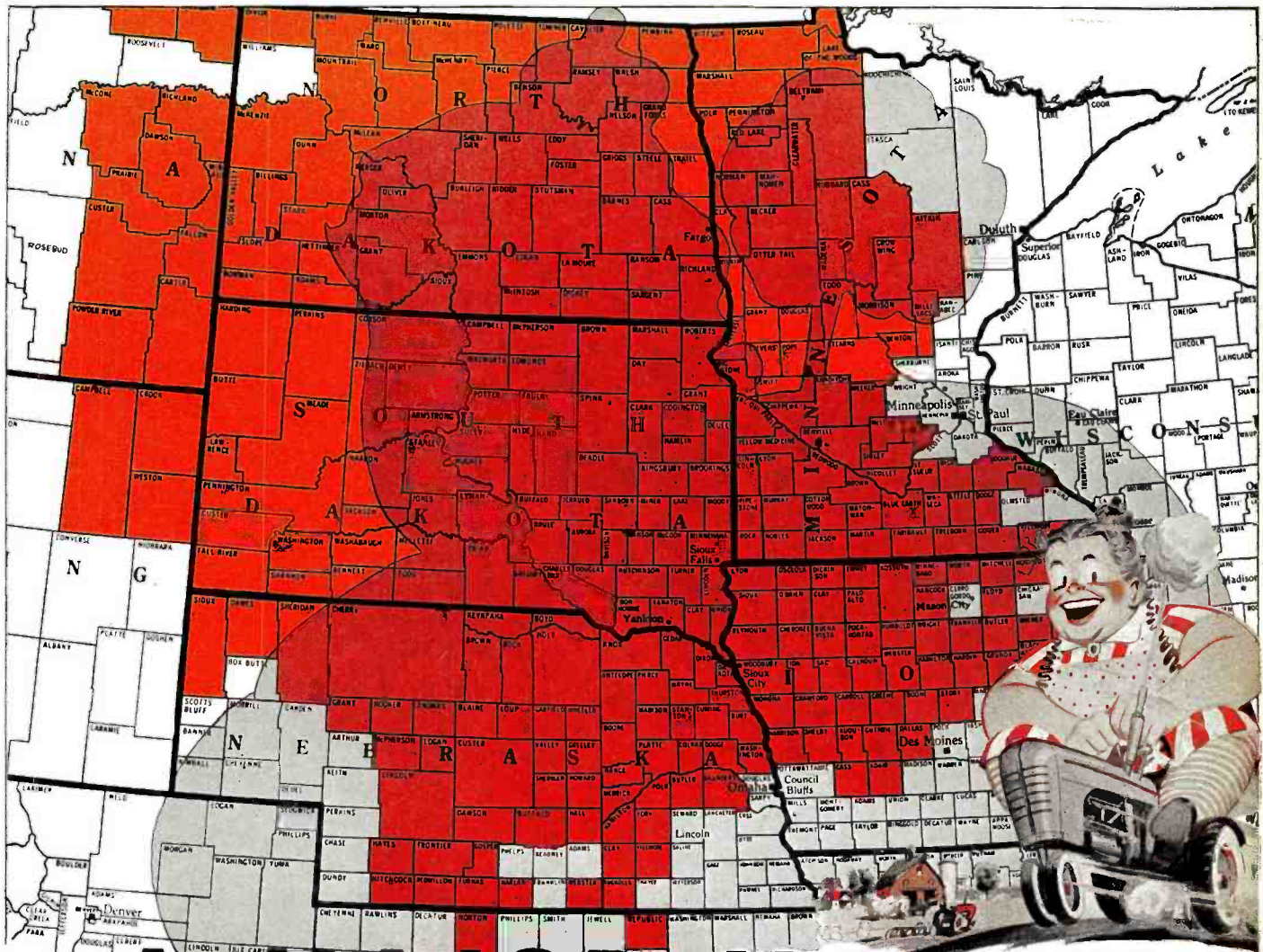
**SOUTH DAKOTA RADIO MARKETS BY CITIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Aberdeen	Brown	3 290	98.5	3 240	Con
Deadwood	Lawrence	890	94.4	840	Con
Huron	Beadle	2 200	97.3	2 140	Con
Mitchell	Davison	2 180	96.8	2 110	Con
Pierre	Hughes	900	96.7	870	
Rapid City	Pennington	2 870	95.8	2 750	Con
Sioux Falls	Minnehaha	8 160	97.5	7 960	Con
Vermillion	Clay	710	97.2	690	
Watertown	Codrington	2 020	97.0	1 960	Con
Yankton	Yankton	1 310	96.9	1 270	

**MARKET INDICATORS FOR SOUTH DAKOTA**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	578,000	'47	642,961	'40
BMB Families	150,900	'48	150,600	'46
Per Cent Radio	95.8	'48	91.4	'46
Radio Families	144,600	'48	137,700	'46
Number of Business Concerns (1)	10,874	'46	12,057	'39
Domestic Urban Electric Consumers	86,000	'46	74,000	'39
Private & Commercial Passenger Auto Registrations	150,549	'46	158,998	'39
Business Telephones	29,800	'46	18,500	'39
Residential Telephones	102,700	'46	38,100	'39
Nonagricultural Employment (2)	88,000	'46	80,000	'39
Total Income Payments to Individuals	\$ 779,000,000	'47	227,000,000	'39
Per Capita Income Payments	\$ 1,348	'47	351	'39
Sales of U. S. Savings Bonds (Series E) (3)	\$ 29,251,000	'46	3,402,000	'41
Bank Deposits	\$ 455,000,000	'46	99,000,000	'39
Drug Store Sales	\$ 14,464,000	'46	6,026,000	'39
Gross Postal Receipts (4)	\$ 3,671,000	'46	2,592,000	'39
Total Private Construction	\$ 23,300,000	'46	9,000,000	'39
Private Residential Building	\$ 7,100,000	'46	2,500,000	'39
Private Nonresidential Building	\$ 4,600,000	'46	1,300,000	'39
Farm Construction	\$ 7,000,000	'46	2,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.



# A MAJOR MARKET

*dominated by Big Aggie*

Big Aggie's influence extends over 308 counties (BMB station audience survey)--The richest agricultural area in the world. Farm folks in these counties within Iowa, Minnesota, Nebraska, North and South Dakota accounted for \$2,680,220,000 in *net* farm income for 1947.\* This bulging bundle of cash does not include the farm income of Big Aggie's BMB counties in Kansas, Montana, Wyoming and Canada.

\*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.

Let Big Aggie sow your advertising dollars in this rich major market. You'll reap a harvest of profitable sales and lasting goodwill. Any Katz man can show you that *Big Aggie gets results.*



BROADCASTING • Telecasting

*A Cowles Station*  
Affiliated with ABC

**570 KC - 5,000 WATTS**

**SIoux CITY - YANKTON**

## SOUTH DAKOTA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Armstrong	10	---	10	(A-1)	17	5	---	---
Aurora	1,350	94.1	1,270	846	145	36	1,182	2,647
Beadle	4,610	96.3	4,440	2,940	3,177	1,325	7,323	22,462
Bennett	850	89.4	760	4	91	26	469	1,555
Bon Homme	2,660	95.1	2,530	1,619	540	133	2,329	5,887
Brookings	4,110	97.1	3,990	2,589	1,146	403	6,666	17,026
Brown	6,620	97.9	6,480	4,481	4,402	1,832	14,963	37,323
Brule	1,620	95.1	1,540	652	329	103	1,924	5,480
Buffalo	360	91.7	330	90	10	2	---	333
Butte	1,770	96.0	1,700	645	790	286	4,990	10,794
Campbell	1,130	94.7	1,070	130	62	16	599	1,555
Charles Mix	2,850	93.3	2,660	1,076	401	118	2,387	5,591
Clark	2,260	96.5	2,180	854	344	112	1,590	4,887
Clay	2,480	96.8	2,400	1,257	571	175	4,489	7,295
Codington	3,740	96.8	3,620	2,338	2,682	1,083	8,377	25,954
Corson	1,500	96.0	1,440	77	118	32	1,868	2,647
Custer	1,320	93.2	1,230	471	530	194	1,058	5,055
Davison	3,360	96.4	3,240	2,307	2,784	1,026	6,747	23,736
Day	3,470	96.3	3,340	1,282	715	204	3,612	9,923
Deuel	2,120	96.7	2,050	497	192	53	2,463	3,888
Dewey	1,190	93.3	1,110	176	128	32	518	2,628
Douglas	1,500	94.7	1,420	1,101	186	48	1,432	3,111
Edmunds	1,800	95.6	1,720	503	239	72	2,832	3,647
Fall River	1,630	94.5	1,540	872	652	183	2,000	6,591
Faulk	1,510	96.7	1,460	720	188	51	1,536	3,036
Grant	2,640	97.7	2,580	893	618	216	2,992	6,887
Gregory	2,290	93.9	2,150	1,000	289	76	2,502	5,203
Haakon	960	95.8	920	278	192	60	1,339	2,999
Hamlin	1,890	96.3	1,820	727	287	81	2,465	4,166
Hand	1,900	96.8	1,840	589	303	96	2,901	4,480
Hanson	1,370	95.6	1,310	613	83	23	1,616	1,907
Harding	770	93.5	720	102	62	17	913	1,204
Hughes	1,510	96.0	1,450	957	683	227	3,114	9,035
Hutchinson	3,230	95.0	3,070	1,583	528	157	3,934	6,962
Hyde	810	96.3	780	293	108	33	1,083	2,555
Jackson	510	94.1	480	132	137	37	618	1,648
Jerauld	1,300	96.2	1,250	630	196	57	1,092	3,332
Jones	630	95.2	600	120	87	26	1,020	1,815
Kingsbury	2,740	96.0	2,630	1,329	501	146	3,603	7,517
Lake	2,860	96.9	2,770	1,776	809	264	3,649	11,053
Lawrence	4,140	96.4	3,990	2,022	3,173	1,432	6,753	18,761
Lincoln	3,420	97.1	3,320	1,564	560	171	4,239	7,591
Lyman	1,150	94.9	1,090	381	99	28	1,268	2,759
McCook	2,410	95.8	2,310	1,289	432	130	1,690	5,055
McPherson	1,970	93.4	1,840	671	261	75	1,879	3,276
Marshall	2,040	96.1	1,960	536	322	94	2,393	6,683
Meade	2,410	93.8	2,260	551	395	109	3,298	6,683
Mellette	720	90.3	650	22	42	9	---	1,129
Miner	1,710	95.9	1,640	664	230	70	1,600	3,426
Minnehaha	12,410	97.5	12,100	11,808	15,464	7,264	34,092	92,321
Moody	2,490	97.2	2,420	1,081	351	105	2,884	6,166
Pennington	5,330	95.5	5,090	3,313	4,465	1,794	12,257	39,430
Perkins	---	---	---	562	359	120	3,796	4,535
Potter	1,110	96.4	1,070	482	203	63	1,963	3,759
Roberts	3,540	95.8	3,390	1,252	597	175	3,101	9,627
Sanborn	1,520	94.7	1,440	856	219	64	1,330	2,999
Shannon	1,230	87.0	1,070	1	26	5	---	981
Spink	3,170	97.5	3,090	1,442	646	200	4,386	8,738
Stanley	520	96.2	500	105	64	19	479	1,036
Sully	680	95.6	650	176	76	20	676	1,223
Todd	1,150	88.7	1,020	3	13	2	---	1,333
Tripp	2,300	94.3	2,180	856	731	227	3,359	8,451
Turner	3,630	96.4	3,500	1,680	487	145	4,487	7,258
Union	2,880	96.5	2,780	2,276	451	147	4,076	7,221
Waiworth	1,630	96.9	1,580	664	481	151	3,358	6,238
Washabawh	380	86.8	330	(A-1)	(Not listed)	---	---	259
Washington	---	---	---	---	26	6	---	223
Yankton	3,410	95.3	3,250	1,467	1,669	617	7,626	12,849
Ziebach	780	92.3	720	39	39	6	435	703

(1) Armstrong & Stanley Counties combined. (A-1) Served from adjoining counties.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

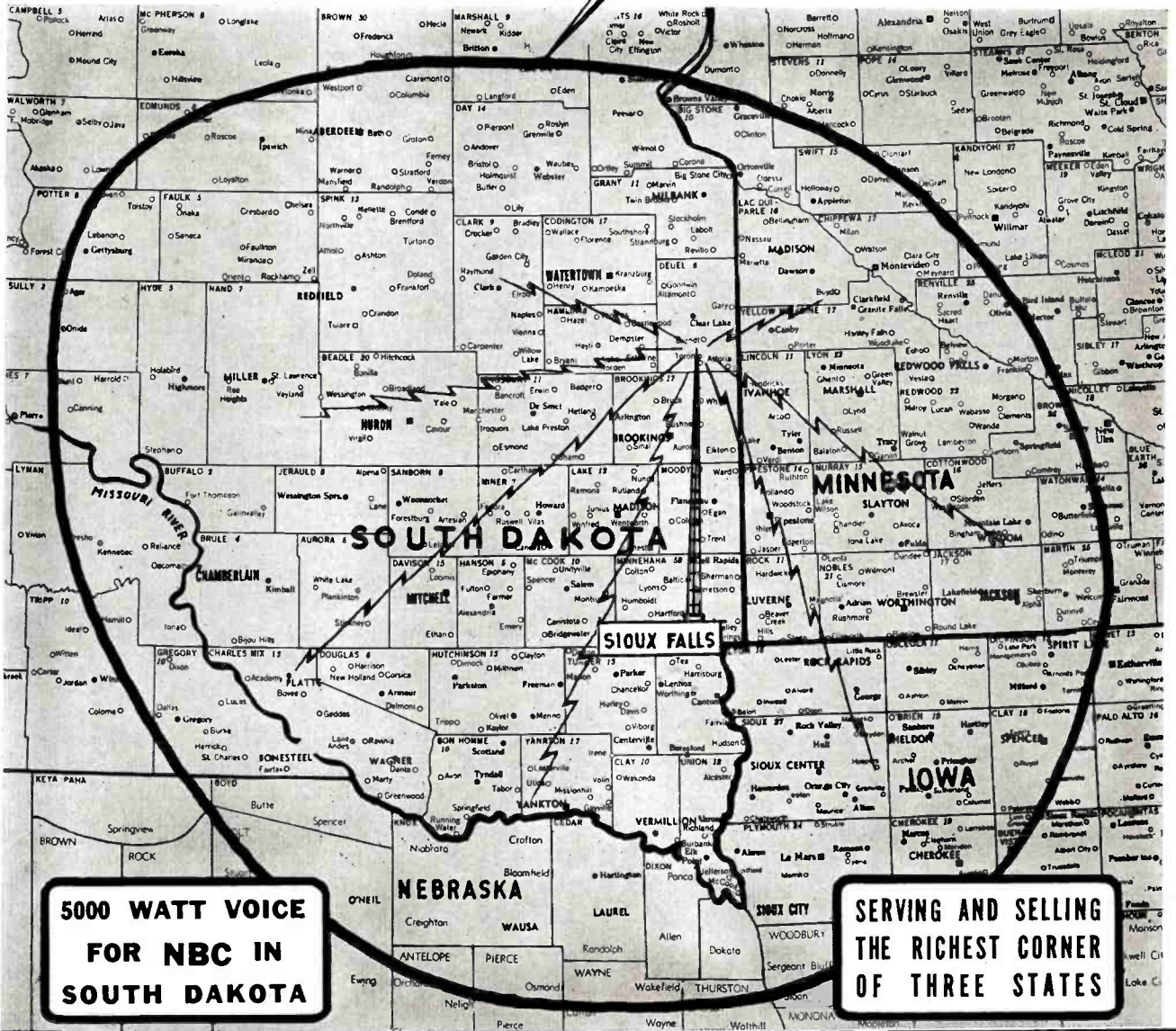
**5000  
WATTS**  
SIOUX FALLS  
SOUTH DAKOTA

# KELO



**AFFILIATE**

MIDCONTINENT BROADCASTING CO., INC.  
SIOUX FALLS, SOUTH DAKOTA



**5000 WATT VOICE  
FOR NBC IN  
SOUTH DAKOTA**

**SERVING AND SELLING  
THE RICHEST CORNER  
OF THREE STATES**

**REPRESENTED NATIONALLY BY  
THE JOHN E. PEARSON CO.**

**The KELO coverage area comprises  
one of the RICHEST farm areas in the  
nation AND THE BEST SALESMAN IN  
THIS AREA IS KELO**





**MORE LISTENERS  
PER DOLLAR  
IN  
MEMPHIS**

That's the buy-word of timebuyers  
who want results to pay off at  
that ever-loving cash register!

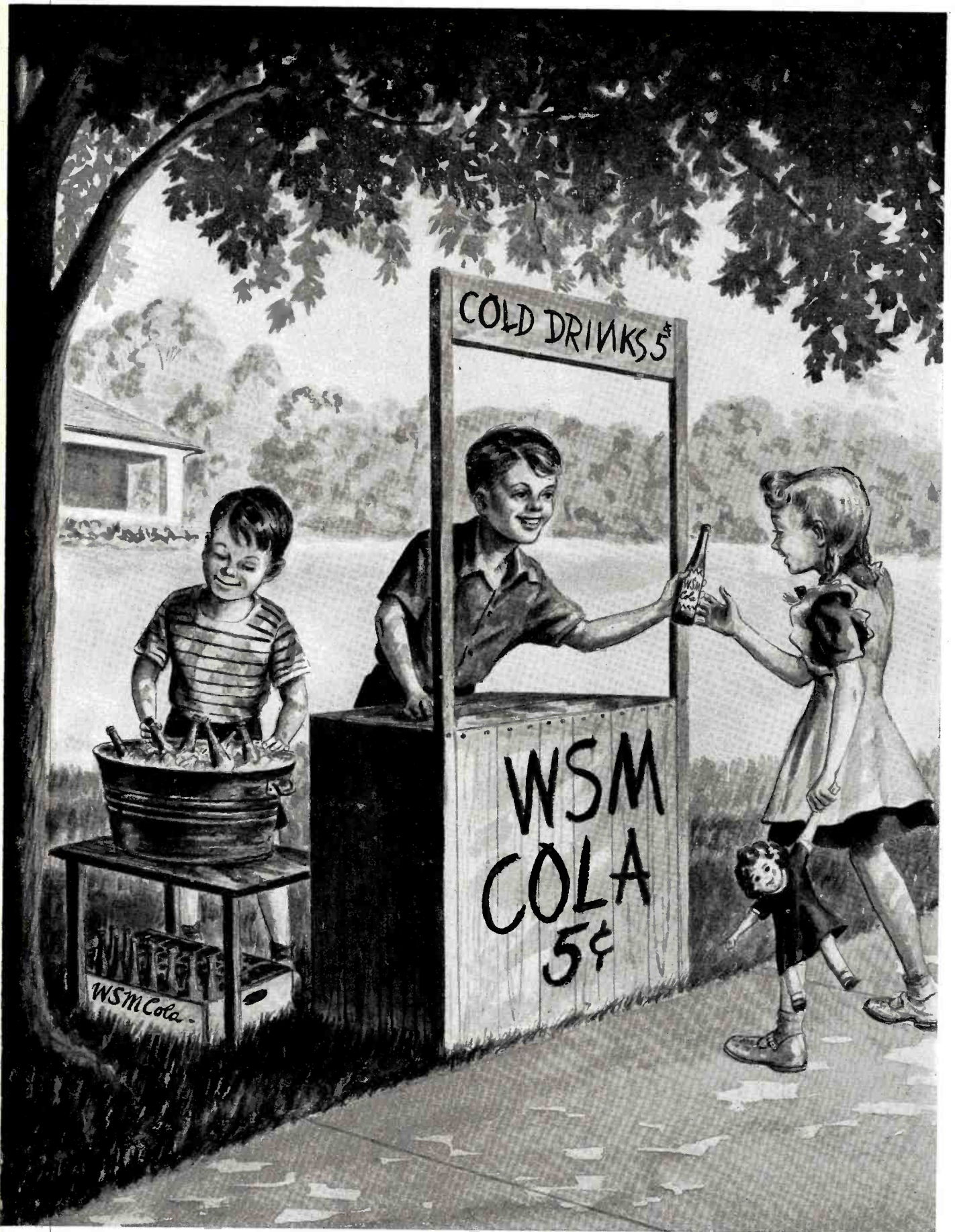
**W H H M**

*Independent—But Not Aloof*  
**MEMPHIS, TENN.**

**PATT McDONALD,**  
manager

**FORJOE & CO.,**  
representatives

*Member of Association of Independent Metropolitan Stations*



# Ever Taste a WSM Cola ?

**When a nickel rings on the counter, what beverage rings the bell with our listeners?**

**The answer — a WSM drink — a beverage backed by consistent, hard-hitting WSM advertising.**

**Products advertised over this station bear a special seal of approval — an invisible label which says in effect — "You heard about this over WSM — therefore it merits your confidence."**

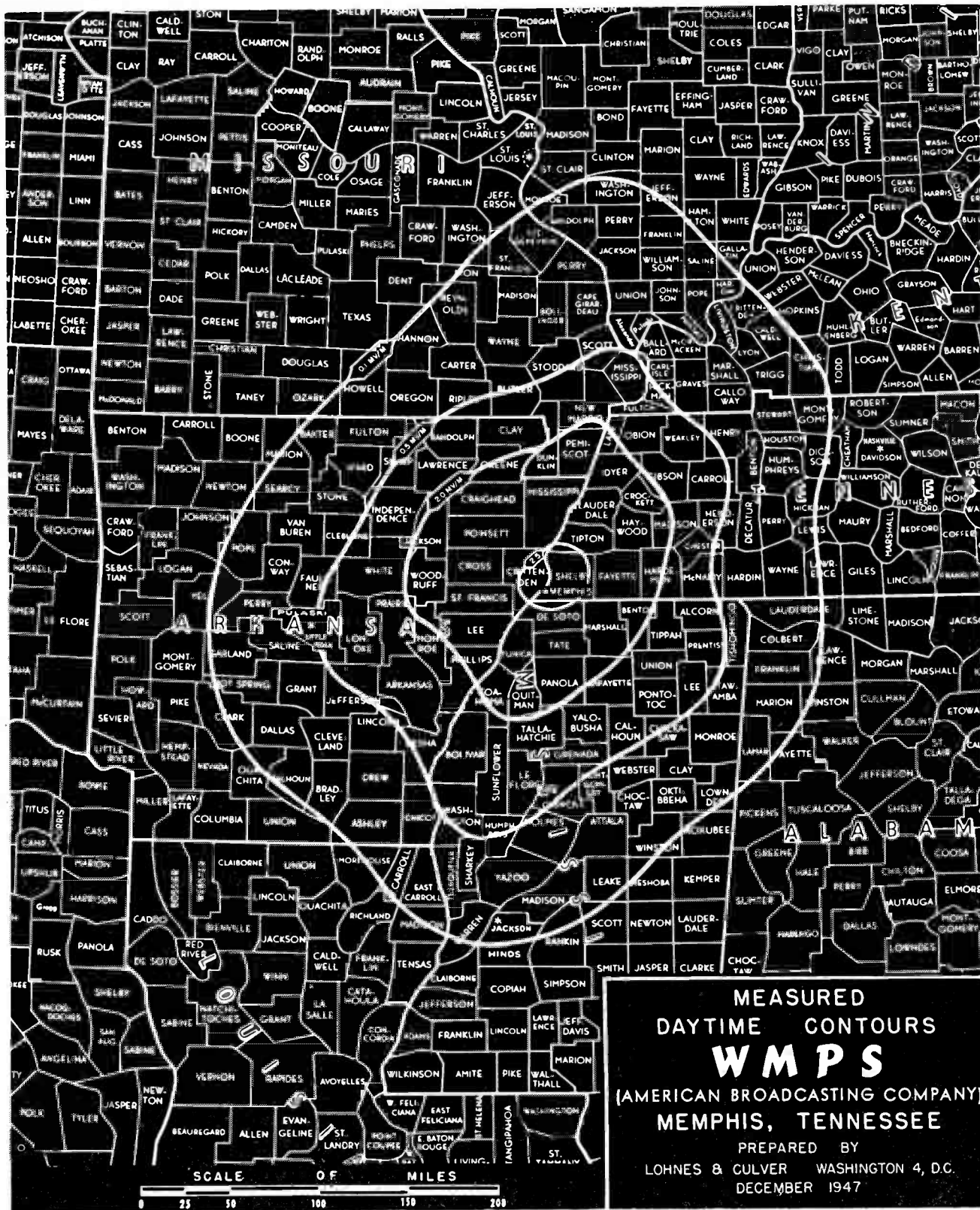
**The faith which listeners feel in WSM is rooted deep in this station's 23 year record of community service. It is a faith that can move mountains of beverages and other products.**



**HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives  
50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE**

**WSM  
NASHVILLE**





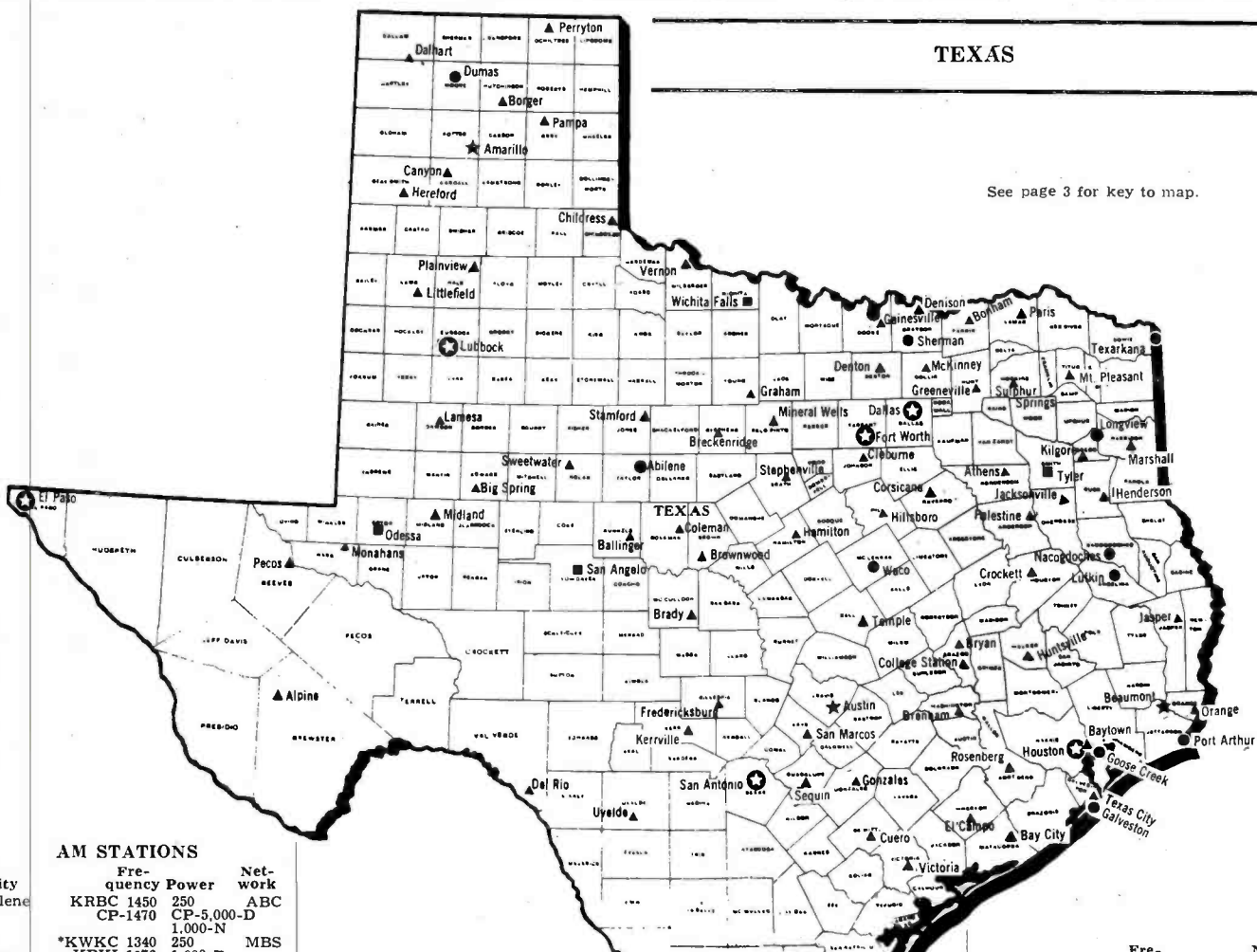
**680 KILOCYCLES • 10,000 WATTS DAYTIME • 5,000 WATTS NIGHT-TIME**

## TENNESSEE RADIO MARKET DATA BY COUNTIES

(Continued from page 218)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Sevier	5,220	83.9	4,380	370	819	230	5,242	6,085
Shelby	115,190	86.7	99,380	53,931	107,792	48,663	227,272	446,106
Smith	3,220	86.6	3,220	1,157	644	157	4,185	4,849
Stewart	1,860	86.6	1,610	237	162	29	1,332	2,155
Sullivan	19,160	91.2	17,470	9,697(1)	24,174	12,723	20,969	53,156
Sumner	8,550	85.6	7,320	1,571	2,998	883	7,813	9,619
Tipton	7,050	82.0	5,780	674	1,386	449	6,989	9,650
Trousdale	1,660	87.3	1,450	395	239	54	2,481	1,759
Union	3,670	86.6	3,180	957	1,772	625	1,669	4,453
Unicoi	2,020	81.2	1,640	48	114	38	—	332
Van Buren	1,120	83.0	930	(A-1)	42	—	—	1,236
Warren	5,000	84.2	4,210	800	1,936	535	7,240	7,337
Washington	15,090	88.7	13,380	3,924	8,376	3,229	16,991	40,975
Wayne	2,860	82.2	2,350	172	475	108	1,754	2,488
Weakley	8,210	85.4	7,010	3,029	1,561	435	7,538	10,537
White	3,940	82.0	3,230	392	1,292	251	4,361	3,803
Williamson	5,580	85.5	4,770	1,524	1,344	390	6,235	8,510
Wilson	7,440	86.2	6,410	1,973	2,269	682	7,325	9,922

(1) Includes Bristol City. (A-1) Served from adjoining county.  
 Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



### TEXAS

See page 3 for key to map.

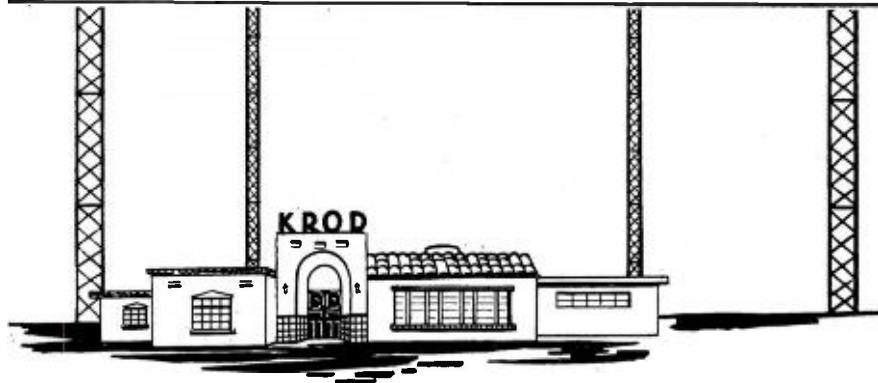
AM STATIONS			
City	Frequency	Power	Net-work
Abilene	KRBC 1450	250	ABC
	CP-1470	CP-5,000-D	
	1,000-N		
Alice	*KWKC 1340	250	MBS
Alpine	KBKI 1070	1,000-D	MBS
Amarillo	KVLF 1490	250	MBS-KBS
	KAMQ 1010	1,000-D	
	KFDA 1230	250	ABC
	CP-1440	CP-5,000-D	
	1,000-N		
	KGNC 710	10,000	NBC
	KVAI 940	1,000	MBS
Athens	KBUD 1410	250-D	ABC
Austin	KNOW 1490	250	ABC
	*KTXN 1370	1,000-D	ABC
	KTBC 590	5,000-LS	CBS
	1,000-N		
	KVET 1300	1,000	MBS
	KRUN 1400	250	KBS
	KIOX 1270	1,000	MBS-KBS
Baytown	KREL 1360	1,000	ABC
Beaumont	KPDM 580	5,000	ABC
	CP-5,000		
	1,000-D		
	KPBX 1380	1,000-D	
	KRIC 1450	250	ABC
	KTRM 990	250-D	KBS
Big Spring	KBST 1490	250	ABC
Bonham	*KFYN 1420	250	MBS
Borger	KRUZ 1490	250	MBS-KBS
Breckenridge	KNEL 1490	250	MBS-KBS
	KSTB 1430	500-D	KBS
Branham	KHWI 1280	1,000-D	ABC
Brownsville	KVAL 1490	250	ABC
Brownwood	KBWD 1380	1,000-LS	MBS-KBS
	500-N		
Bryan	KORA 1240	250	MBS
Canyon	*KPAN 860	250-D	ABC
Childress	KCTX 1510	250-D	MBS
Cleburne	KCLE 1120	250-D	MBS
Coleman	KSTA 1000	250-D	ABC
College Station	WTAW 1150	1,000-D	ABC
Corpus Christi	KEYS 1440	1,000-LS	CBS
	500-N		
	KRIS 1360	1,000	NBC-MBS
			ABC
	KSIX 1230	250	ABC
	KWBU 1030	50,000-D	KBS
	KAND 1340	250	KBS
	*KIUY 1570	250-D	ABC
	*KCFH 1600	500-D	ABC
	KXIT 1410	500-D	ABC
	KIXL 1040	1,000-D	ABC
Dallas	KRDL 1080	50,000	CBS
	KSKY 660	1,000-D	ABC
	WFAA 820	50,000	NBC
	570	5,000	NBC
	ST-WBAP		MBS
	WRR 1310	5,000	MBS
Del Rio	KDLK 1230	250	MBS
Denison	*KDSX 1220	1,000-D	ABC
Denton	KDND 1450	250	KBS
Dumas	*KDDD 800	250-D	ABC
	KDAS 900	250-D	ABC
Edinburg	KURV 710	250-D	MBS
El Campo	KULP 1390	500-D	MBS
El Paso	KELP 920	1,000-D	ABC
	KPEO 680	5,000	CBS
	KROD 600	5,000	MBS
	KSET 1340	250	MBS
	KTSM 1380	1,000-LS	NBC
	500-N		
Fort Worth	KCNC 870	250-D	ABC
	*KCUL 1540	5,000-LS	NBC
	1,000-N		
	5,000		MBS
	KFJZ 1270	1,000-D	ABC
	KWBC 970	1,000-D	ABC
	KXOL 1360	1,000	NBC
	WBAP 820	50,000	NBC
	570	5,000	ABC
			ST-WFAA
Fredericksburg	KNAF 1340	250	MBS

(Continued on page 222)

\* Construction Permit.

**5000 Watts Now!**

still at  
**600**  
on your dial



- ★ CBS  
*Regional Outlet*
- ★ KEY STATION  
*Southwest Network*
- ★ LONE STAR CHAIN  
*For Western Link*



# KROD

## EL PASO, TEXAS

This station, always the most progressive in the important El Paso area, continues to grow apace with its vital market. Now 5000 Watts, still at its perfect place on the dial—600 KC—KROD gives completely unrivalled coverage and improved listenership to the vast El Paso southwest. If you sell in this market, or buy radio for a client who does, you should, now more than ever, use this prime sales force. 1000 watt KROD was the best buy in the market; 5000 watt KROD is even a better buy.

**Roderick Broadcasting Corp.**

Dorrance D. Roderick, Pres. Val Lawrence, Vice-Pres. & Gen. Mgr.

REPRESENTED NATIONALLY BY TAYLOR-BORROFF AND CO., INC.







# 'RITHMETIC LESSON

Facts 'n' Figgers cannot lie  
Two for One's a better buy!

Yes, sir, TWO strong stations for but a SINGLE price... a combination that offers either separate or simultaneous scheduling as you wish, all on a single, economical billing!



## COVERAGE IS ESSENTIAL!

Who are we telling! But if you want to reach the \$ Billion \$ Market of the booming Southwest—Fort Worth-Dallas—you'll really want the DOUBLE-COVERAGE available in the hard-selling combination of KFJZ (Fort Worth) and WRR (Dallas), twin powerhouses but thirty miles apart in Texas' Twin Cities!



# KFJZ-WRR

Ft. Worth - Dallas

☆ Double-Coverage

☆ Billion \$ Market

☆ Two Stations for a Single Price

Simultaneous or Separate Schedules



NATIONAL REPRESENTATIVES  
**JOHN BLAIR & CO.**

NEW YORK CHICAGO DETROIT ST. LOUIS LOS ANGELES SAN FRANCISCO

**TEXAS TV STATIONS**

Status	City and Applicant	Call Letters	Channel No.	Status	City and Applicant	Call Letters	Channel No.
Amarillo 2, 4, 5, 7	Amarillo Tele. Co.		5	Houston 2, 4, 5, 7	Harris County Bcstg. Co.		5
A Austin	Austin Tele. Co.		8	A-H Houston Post Co.	Houston Post Co.		4
A Beaumont 3, 6, 8, 10	Lufkin Amusement Co.		10	A-H KTRH Bcstg. Co.	KTRH Bcstg. Co.		5
A Corpus Christi 3, 6, 8, 10	Corpus Christi Tele. Co.		6	CP W. Albert Lee (KLEE-TV)	W. Albert Lee (KLEE-TV)		2
A Dallas 4, 8, 12	A. H. Belo Corp.		12	A-H Shamrock Bcstg. Co.	Shamrock Bcstg. Co.		7
A-H Texas Television	City of Dallas		10	San Antonio 2, 4, 5, 7, 9	Express Pub. Co.		7
A CP KRLD Radio (KRLD-TV)	Lacy-Potter (KBTB)		8	CP San Antonio Tele. (KEYL)	San Antonio Tele. (KEYL)		5
A-H Variety Bcstg. Co.	Waco 3, 6, 9, 11		6	CP Southland In- (WOAI-TV)	Southland In- (WOAI-TV)		4
Fort Worth 2, 5, 10	Wichita Falls 8, 10		8	A Walmac Co.	Walmac Co.		9
CP Carter Pub. (WBAP-TV)	A Wichita Falls Tele. Co.		8	A Mission Bcstg. Co.	Mission Bcstg. Co.		12
A Tele. Enterprises	Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.						
Harlingen 9							
A Garbenito Bcstg. Co.							
A Harlingen TV Co.							

**TEXAS RADIO MARKETS BY CITIES**

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Abilene	Taylor	9 860	93.2	9 190	Con
Alice	Jim Wells	2 570	80.5	2 070	
Alpine	Brewster	1 290	79.8	1 030	
Amarillo	Potter	19 150	95.9	18 370	Con
Austin	Travis	29 790	89.6	26 700	Con
Ballinger	Runnels	1 570	85.3	1 340	
Bay City	Matagorda	2 490	81.5	2 030	Con
Beaumont	Jefferson	21 420	83.8	19 030	Con - Hooper
Belton	Bell	3 350	86.7	1 170	
Big Spring	Howard	4 520	90.0	4 070	Con
Borger	Hutchinson	3 830	91.6	3 510	Con
Brady	McCulloch	1 870	86.6	1 620	
Breckenridge	Stephens	2 350	88.9	2 090	
Brenham	Washington	2 530	82.2	2 080	
Brownsville	Cameron	6 930	73.7	5 110	Con
Brownwood	Brown	5 190	89.2	4 630	Con
Bryan	Brazos	4 570	84.7	3 870	Con
Childress	Childress	2 480	88.7	2 200	
Cleburne	Johnson	4 240	89.2	3 780	Con
Coleman	Coleman	2 210	88.2	1 950	
College Station	Brazos	810	91.4	740	Con
Corpus Christi	Nueces	20 640	86.1	17 770	Con - Hooper
Corsicana	Navarro	5 940	86.0	5 110	Con
Dallas	Dallas	111 180	93.3	103 730	Con - Hooper
Del Rio	Val Verde	4 080	75.7	3 090	Con
Denison	Grayson	6 170	90.8	5 600	Con
Denton	Denton	4 340	92.9	4 030	Con

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Edinburg	Hidalgo	2 530	72.3	1 830	
El Paso	El Paso	32 850	88.6	29 110	Con
Fort Worth	Tarrant	68 280	92.8	63 350	Con - Hooper
Fredericksburg	Gillespie	1 360	84.6	1 150	
Gainesville	Cooke	3 600	89.2	3 210	
Galveston	Galveston	21 790	92.3	20 110	Con
Goose Creek	Harris	2 430	94.2	2 290	
Greenville	Hunt	5 400	90.7	4 900	Con
Harlingen	Cameron	4 700	82.6	3 880	Con
Henderson	Rusk	2 580	83.3	2 150	
Houston	Harris	142 390	92.8	132 050	Con - Hooper
Huntsville	Walker	1 320	90.2	1 190	
Jacksonville	Cherokee	2 760	84.4	2 330	
Kilgore	Gregg	2 670	89.5	2 390	
Lamesa	Dawson	2 160	85.2	1 840	
Laredo	Webb	11 280	72.2	8 140	Con
Littlefield	Lamb	1 380	83.3	1 150	
Longview	Gregg	5 440	86.6	4 710	Con
Lubbock	Lubbock	11 480	92.3	10 600	Con
Lufkin	Angelina	3 710	86.5	3 210	Con
Marshall	Harrison	6 840	83.3	5 700	Con
McAllen	Hidalgo	3 880	79.0	3 050	Con
McKinney	Collin	3 350	88.7	2 970	
Midland	Midland	3 590	88.6	3 180	
Mineral Wells	Palo Pinto	2 460	94.3	2 320	
Monahans	Ward	1 510	88.7	1 340	Con
Nacogdoches	Nacogdoches	2 850	87.7	2 500	
Odessa	Ector	3 800	90.5	3 440	Con
Palestine	Anderson	4 680	85.9	4 020	Con
Pampa	Gray	5 040	93.8	4 730	Con
Paris	Lamar	6 950	87.1	6 050	Con
Pecos	Reeves	1 670	82.6	1 380	
Plainview	Hale	3 120	91.7	2 860	Con
Port Arthur	Jefferson	16 420	91.8	15 070	
San Angelo	Tom Green	9 570	89.7	8 580	Con
San Antonio	Bexar	86 990	88.2	76 730	Con - Hooper
Sherman	Grayson	6 810	91.6	6 240	Con
Stamford	Jones	1 750	88.6	1 550	
Stephenville	Erath	1 900	90.5	1 720	
Sulphur Springs	Hopkins	2 610	86.6	2 260	
Sweetwater	Nolan	3 720	88.4	3 290	Con
Temple	Bell	5 670	88.5	5 020	Con
Terrell	Kaufman	2 930	85.7	2 510	
Texarkana	Bowie	11 050	86.2	9 530	Con
Tyler	Smith	10 630	90.6	9 630	Con
Uvalde	Uvalde	2 170	75.1	1 630	
Vernon	Wilbarger	3 520	88.6	3 120	
Victoria	Victoria	4 360	92.4	4 030	Con
Waco	McLennan	21 000	89.2	18 730	Con
Weslaco	Hidalgo	2 050	73.7	1 510	Con
Wichita Falls	Wichita	17 280	92.3	15 950	Con

# FORT WORTH

LISTENING HABITS ARE CHANGING BECAUSE


KWBC is the only station in Fort Worth broadcasting

- MAJOR LEAGUE BASEBALL
- PROFESSIONAL FOOTBALL

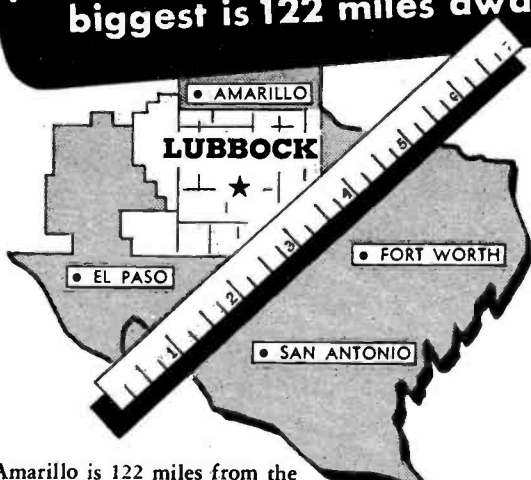
BECAUSE Fort Worth listeners like KWBC's good programming and showmanship! You can't beat this combination.

REPRESENTED BY RAMBEAU

# 970 KC KWBC



WHAT'S A FEW MILES BETWEEN MARKETS - PLENTY! when the next biggest is 122 miles away



Amarillo is 122 miles from the \$500 million Lubbock area. Fort Worth 290 . . . El Paso 380. In Texas distances are vast, community interest strong. It takes KCBD — programmed for the 396,000 South Plains folks — to sell this 30-county area. More local merchants use KCBD than use the other two stations combined. It sells in the South Plains.

# K C B D

1000 WATTS UNLIMITED LUBBOCK, TEXAS  
 Joe H. Bryant, Gen. Mgr.  
 A Mutual Station  
 Rep. by JOHN E. PEARSON CO.

# KRLD

*Oldest* CBS AFFILIATE IN TEXAS ★ ONLY FULL-TIME 50,000-WATT STATION SERVING THE BIG DALLAS-FORT WORTH

*Area!*

CONLAN RADIO REPORT MAY 16-22, 1948		
	MORNING	AFTERNOON
<b>BASIC CALLS</b>	6,181	10,932
Listening Homes	1,178	2,071
% of Potential Audience	19.1%	18.9%
<b>Distribution of Listening Homes Among Stations</b>		
*KIXL—Dallas	2.8%	3.2%
*KLIF—Dallas	2.1	4.3
<b>KRLD—Dallas</b>	<b>29.7</b>	<b>24.3</b>
*KSKY—Dallas	9.7	8.6
WBAP—Ft. Worth	14.3	12.6
WFAA—Dallas	22.8	29.5
WRR—Dallas	16.5	15.5
Other & FM	2.1	2.0
Including KCNC, KFJZ, KXOL Fort Worth KIXL-FM, KRLD-FM, WFAA-FM. * Indicates Limited Time operation.		

DALLAS, TEX. METROPOLITAN DISTRICT		
	EVENING	ENTIRE SURVEY
<b>BASIC CALLS</b>	7,841	24,954
Listening Homes	2,501	5,750
% of Potential Audience	31.9%	23.0%
<b>Distribution of Listening Homes Among Stations</b>		
*KIXL—Dallas	.2%	1.8%
*KLIF—Dallas	.3	2.1
<b>KRLD—Dallas</b>	<b>34.3</b>	<b>29.3</b>
*KSKY—Dallas	.4	5.3
WBAP—Ft. Worth	21.6	16.9
WFAA—Dallas	26.2	26.7
WRR—Dallas	13.7	14.9
Other & FM	3.2	2.5
SURVEY PERIODS: Monday thru Saturday 8:00 AM to 10:30 PM Sunday 12:00 M to 10:00 PM		

Number | Radio Station

# KRLD

Number | Radio Market South

*The Times Herald Station*

*Represented by the Branham Company*

# TEXAS RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Anderson	10,030	84.3	8,460	2,278	6,991(13)	2,413(13)	8,227	17,304
Andrews	450	93.3	420	61	3,078(14)	1,210(14)	---	895
Angelina	9,990	86.2	8,610	1,892	6,173	2,551	10,530	17,159
Aransas	1,150	87.0	1,000	186	8,167(1)	2,759(1)	870	1,762
Archer	2,530	92.9	2,350	355	804(15)	266(15)	692	3,366
Armstrong	740	93.2	690	242	6,603(2)	2,929(2)	1,305	1,257
Atascosa	4,720	82.4	3,890	530	2,097(16)	541(16)	3,895	6,095
Austin	5,320	82.7	4,400	1,323	5,548(3)	2,085(3)	6,161	7,396
Bailey	1,640	89.0	1,460	109	5,003(17)	1,825(17)	2,427	3,495
Bandera	1,430	88.1	1,260	566	2,197(18)	807(18)	1,416	1,488
Bastrop	6,120	81.5	4,990	1,010	4,460(19)	1,332(19)	5,611	7,728
Baylor	2,170	87.6	1,900	399	4,498(20)	1,589(20)	3,118	5,215
Bee	4,650	83.4	3,880	959	---	---	6,142	12,552
Bell	13,230	87.7	11,600	3,735	7,582(21)	2,599(21)	20,099	27,068
Bexar	110,310	88.8	98,000	46,253	79,452	32,357	208,430	332,662
Blanco	1,290	88.4	1,140	351	3,880(22)	1,089(22)	1,581	2,369
Borden	490	87.8	430	(A-1)	4,560(23)	1,802(23)	---	57
Bosque	4,130	90.6	3,740	942	3,025(24)	959(24)	3,544	6,197
Bowie	13,180	85.9	11,320	3,365	7,451	2,449	19,827	30,751
Brazoria	8,220	88.6	7,280	2,898	7,241	3,884	12,816	18,025
Brazos	7,430	84.7	6,290	2,094	8,615(4)	2,588(4)	9,346	21,363
Brewster	2,060	80.6	1,660	429	3,477(25)	1,254(25)	2,403	5,301
Briscoe	1,290	89.9	1,160	173	---	---	1,486	2,124
Brooks	1,590	80.5	1,280	135	2,280(26)	914(26)	1,583	3,813
Brown	7,890	88.8	7,010	2,559	5,721(27)	1,986(27)	13,443	19,615
Burleson	4,210	81.9	3,450	510	---	---	2,706	5,763
Burnet	2,860	89.2	2,550	1,364	---	---	2,106	5,027
Caldwell	6,630	83.0	5,500	1,470	---	---	6,034	15,383
Calhoun	1,600	87.5	1,400	260	---	---	1,622	2,831
Callahan	2,990	90.0	2,690	407	13,150(5)	5,074(5)	3,435	5,272
Cameron	22,620	78.6	17,780	3,983	12,565	4,390	22,082	47,057
Camp	2,670	80.5	2,150	351	3,842(28)	1,248(28)	2,406	3,525
Carson	2,100	96.2	2,020	347	---	---	4,873	4,709
Cass	7,870	84.0	6,610	785	2,149	604	6,899	13,014
Castro	1,360	92.8	1,260	161	1,712(29)	578(29)	1,480	2,412
Chambers	2,870	89.5	2,570	196	390	184	1,062	5,113
Cherokee	10,490	83.3	8,740	1,719	---	---	9,818	18,402
Childress	3,870	88.0	3,430	1,120	2,521(30)	843(30)	4,757	10,269
Clay	3,530	89.6	3,170	819	---	---	2,848	5,258
Cochran	1,280	89.1	1,140	48	---	---	1,803	1,718
Coke	1,070	86.9	930	366	320(31)	105(31)	1,343	1,633
Coleman	5,550	88.8	4,930	1,359	---	---	6,504	10,125
Collin	10,960	90.1	9,890	2,444	2,786(32)	900(32)	12,678	21,579
Collingsworth	2,710	86.1	2,350	470	---	---	3,909	6,008
Colorado	5,390	84.2	4,540	998	---	---	8,445	11,064
Comal	3,780	86.0	3,250	1,248	4,899(33)	1,555(33)	5,894	9,894
Comanche	6,100	88.4	5,390	952	---	---	5,707	6,052
Concho	1,820	89.6	1,630	508	2,694(34)	832(34)	1,826	3,178
Cooke	6,440	89.9	5,790	1,876	10,727(6)	4,025(6)	10,031	15,397
Coryell	4,250	81.9	3,480	1,482	---	---	5,737	6,890
Cottle	1,990	86.4	1,720	308	2,826(7)	2,113(7)	2,776	5,171
Crane	1,050	95.2	1,000	89	7,995(8)	3,743(8)	---	2,369
Crockett	1,030	89.3	920	377	---	---	2,875	3,106
Crosby	2,580	91.5	2,360	346	---	---	4,101	5,200
Culberson	570	86.0	490	63	403(35)	140(35)	724	1,820
Dallam	2,250	91.1	2,050	822	10,019(9)	5,252(9)	5,424	6,890
Dallas	147,480	93.5	137,870	73,249	163,090	79,595	406,989	690,246
Dawson	4,300	87.2	3,750	555	---	---	7,838	11,627
Deaf Smith	2,290	92.1	2,110	518	---	---	4,837	6,875
Delta	3,280	89.6	2,940	579	5,520(36)	2,479(36)	2,410	4,087
Denton	10,580	91.0	9,630	3,099	2,984	949	10,439	22,373
De Witt	7,430	81.7	6,070	2,149	7,636(10)	2,331(10)	11,585	16,322
Dickens	2,030	90.1	1,830	346	---	---	2,426	5,907
Dimmit	2,270	81.9	1,860	296	2,574(37)	766(37)	972	2,730
Donley	2,160	93.1	2,010	701	---	---	3,576	4,781
Duval	5,200	83.8	4,360	295	5,247(38)	2,110(38)	1,074	9,808
Eastland	9,980	88.1	8,790	1,549	4,475(39)	1,605(39)	8,732	18,590
Ector	5,880	91.7	5,390	1,284	---	---	5,859	23,948
Edwards	870	89.7	780	222	2,941(40)	976(40)	499	1,257
Ellis	13,230	87.6	11,590	3,033	3,385	1,107	14,870	24,886
El Paso	41,060	88.4	36,290	12,706	27,207	11,307	70,011	128,948
Erath	6,450	86.7	5,590	1,125	1,617(41)	455(41)	7,457	9,966
Falls	8,290	82.3	6,820	1,289	2,809(42)	951(42)	6,900	13,476
Fannin	10,880	89.9	9,780	1,746	1,912	621	8,729	15,585
Fayette	8,040	81.8	6,580	1,528	---	---	10,016	12,566
Fisher	3,620	89.2	3,230	345	3,950(43)	1,535(43)	2,677	4,593
Floyd	3,220	91.0	2,930	597	---	---	3,700	6,918
Foard	1,470	89.8	1,320	274	---	---	1,592	2,803
Fort Bend	8,130	82.7	6,720	1,093	2,573	992	8,212	19,110
Franklin	2,050	88.8	1,820	167	---	---	1,429	2,730
Freestone	4,920	82.5	4,060	823	1,158(44)	327(44)	3,916	7,872
Frio	2,390	76.6	1,830	284	---	---	2,129	3,524
Gaines	2,850	89.1	2,540	311	---	---	1,809	8,276
Galveston	29,560	92.3	27,280	12,674	30,554	13,636	55,441	92,646
Garza	1,310	92.4	1,210	273	---	---	2,382	4,290
Gillespie	3,150	84.4	2,660	1,533	---	---	4,703	7,164
Glasscock	340	94.1	320	124	4,401(45)	2,208(45)	---	275

(Continued on page 228)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



**DON'T FORGET**

*my **new** number is*

**790**

**with 5000 WATTS POWER!**

"... and it's a mighty popular number down Houston way. I'm tops in time-buyers' books and doing a better selling job than ever. Look me up when you're looking for a real live-wire.

**YES . . . LOOK TO KTHT**

Houston's only radio station using 24-sheet posters, newspapers, magazines, car cards, taxi-dashes, point of purchase and displays to tell and sell the folks in this rich trade area.

**MARKET DATA WITHIN .05 MV CONTOUR**

Population (Jan. 1947)*	2,228,700
Total Radio Families (1946)**	458,500
Retail Sales (1946)*	\$1,242,849,000.00
Effective Buying Income (1946)*	\$2,055,206,000.00

\* Sales Management SURVEY OF BUYING POWER, 1948  
 \*\* BMB, 1946

**Keep your eye on KTHT where 790 will get you 5000**

Affiliated with Mutual Broadcasting System and Texas State Network  
**ROY HOFHEINZ, Pres.**

**BILL BENNETT, Mgr.**

**• AVERY-KNODEL Nat'l Representative**

**KTHT**

**HOUSTON • TEXAS**

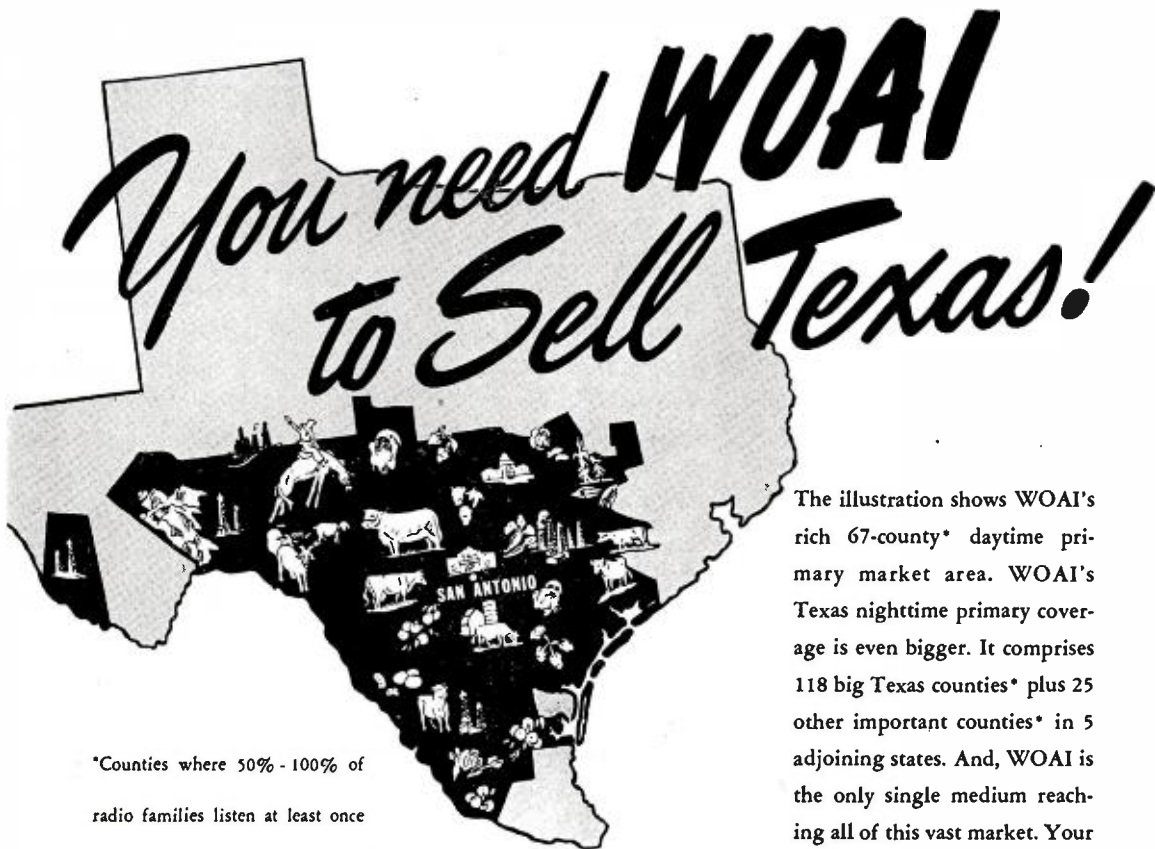
# TEXAS RADIO MARKET DATA BY COUNTIES

(Continued from page 226)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Goliad	1,830	82.0	1,500	228	----(1)	----(1)	1,706	3,163
Gonzales	6,940	81.8	5,680	1,171	----(10)	----(10)	5,174	10,400
Gray	8,650	94.6	8,180	2,441	----(2)	----(2)	12,232	27,010
Grayson	21,860	91.0	19,900	6,735	----(6)	----(6)	28,531	52,554
Gregg	21,380	89.0	19,020	4,186	15,383(11)	5,868(11)	26,344	59,598
Grimes	5,000	78.4	3,920	660	----(55)	----(55)	4,105	8,132
Guadalupe	6,070	82.7	5,020	1,744	----(33)	----(33)	8,386	11,107
Hale	6,040	91.7	5,540	1,464	----(7)	----(7)	10,586	19,398
Hall	3,480	86.8	3,020	664	----(2)	----(2)	4,377	7,959
Hamilton	4,190	87.8	3,680	1,028	671	190	4,278	7,251
Hansford	1,040	94.2	980	225	----(9)	----(9)	4,036	3,307
Hardeman	3,370	89.9	3,030	898	----(20)	----(20)	4,575	7,309
Hardin	5,500	85.6	4,710	712	1,228	412	3,378	8,088
Harris	188,670	92.5	174,600	86,428	198,482	102,670	523,687	731,423
Harrison	13,260	81.4	10,790	2,783	6,708(46)	2,124(46)	13,742	24,280
Hartley	580	93.1	540	32	----(9)	----(9)	---	520
Haskell	4,270	87.8	3,750	477	758(47)	237(47)	3,682	6,875
Hays	4,190	84.0	3,520	1,230	----(19)	----(19)	4,361	7,959
Hemphill	1,420	91.5	1,300	483	----(9)	----(9)	2,210	3,871
Henderson	6,970	86.4	6,020	929	4,944(48)	1,550(48)	4,718	12,480
Hidalgo	25,020	76.6	19,160	4,011	13,814	4,747	36,621	52,042
Hill	10,190	87.3	8,900	1,748	----(24)	----(24)	9,033	16,495
Hockley	3,150	89.8	2,830	426	----(17)	----(17)	4,724	7,077
Hood	1,810	86.2	1,560	795	----(41)	----(41)	1,738	2,325
Hopkins	8,060	87.2	7,030	1,225	----(36)	----(36)	7,336	14,458
Houston	6,350	79.7	5,060	614	3,560(49)	1,049(49)	4,786	9,996
Howard	6,700	90.7	6,080	1,686	----(23)	----(23)	11,737	26,057
Hudspetto	840	84.5	710	30	----(35)	----(35)	---	1,271
Hunt	15,110	90.3	13,640	4,141	3,950	1,299	14,971	29,437
Hutchinson	6,420	94.4	6,060	1,170	----(9)	----(9)	6,303	18,084
Irion	690	88.4	610	197	----(31)	----(31)	2,142	823
Jack	2,980	88.9	2,650	591	2,813(50)	874(50)	2,516	4,969
Jackson	3,750	84.0	3,150	586	----(1)	----(1)	3,733	5,619
Jasper	5,100	82.2	4,190	674	1,992(51)	620(51)	3,949	8,103
Jeff Davis	790	83.5	660	109	----(25)	----(25)	820	694
Jefferson	52,620	91.1	47,930	21,873	38,997	20,621	94,792	164,706
Jim Hogg	1,540	85.1	1,310	172	489(52)	146(52)	1,474	3,958
Jim Wells	5,050	81.6	4,120	1,037	----(38)	----(38)	7,443	15,267
Johnson	10,280	89.3	9,180	2,201	4,420(53)	1,478(53)	9,737	17,159
Jones	6,870	89.5	6,150	1,347	----(5)	----(5)	8,828	15,209
Karnes	4,930	81.3	4,010	825	----(10)	----(10)	5,373	8,652
Kaufman	9,630	85.5	8,230	2,014	2,083	664	9,892	16,755
Kendall	1,680	86.9	1,460	874	----(18)	----(18)	2,688	3,554
Kenedy	80	87.5	70	(A-1)	----(26)	----(26)	---	57
Kent	690	88.4	610	113	----(47)	----(47)	---	1,214
Kerr	3,930	89.1	3,500	1,049	----(18)	----(18)	2,113	12,190
Kimble	1,430	89.5	1,280	420	878(54)	274(54)	1,142	3,495
King	260	92.3	240	(A-1)	----(7)	----(7)	---	520
Kinney	1,150	76.5	880	196	----(40)	----(40)	745	1,805
Kleberg	3,730	84.2	3,140	1,187	----(40)	----(40)	2,425	9,490
Knox	2,740	89.1	2,440	399	----(20)	----(20)	3,358	5,532
Lamar	12,760	86.6	11,050	2,738	4,519	1,605	14,244	23,760
Lamb	4,670	88.4	4,130	424	----(17)	----(17)	9,246	11,916
Lampasas	3,130	86.9	2,720	1,765	----(22)	----(22)	4,250	6,081
La Salle	2,230	71.3	1,590	247	----(37)	----(37)	876	3,019
Lavaca	7,150	82.2	5,880	1,090	----(10)	----(10)	6,830	9,027
Lee	3,400	81.8	2,780	380	----(4)	----(4)	2,467	4,160
Leon	3,820	81.7	3,120	552	----(44)	----(44)	2,715	5,879
Liberty	8,600	84.9	7,300	1,007	6,581(55)	2,203(55)	8,060	16,250
Limestone	8,150	84.2	6,860	1,407	----(42)	----(42)	5,814	12,681
Lipscomb	1,090	94.5	1,030	402	----(9)	----(9)	3,443	2,730
Live Oak	1,880	87.2	1,640	194	788(56)	296(56)	1,412	3,914
Llano	2,050	86.3	1,770	589	----(22)	----(22)	1,840	3,871
Loving	130	92.3	120	(A-1)	----(8)	----(8)	---	101
Lubbock	17,520	92.0	16,120	6,782	13,391	5,531	38,273	70,975
Lynn	3,160	91.8	2,900	467	----(17)	----(17)	7,042	8,363
McCulloch	3,910	87.5	3,420	1,157	----(34)	----(34)	5,883	10,024
McLennan	33,180	88.6	29,400	10,313	20,120	7,928	47,690	89,938
McMullen	440	84.1	370	(A-1)	----(56)	----(56)	---	289
Madison	2,110	82.0	1,730	365	----(49)	----(49)	2,471	6,385
Marion	2,080	77.9	1,620	275	----(46)	----(46)	1,105	4,318
Martin	1,220	90.2	1,100	114	----(14)	----(14)	1,386	2,918
Mason	1,840	90.2	1,660	781	----(22)	----(22)	1,592	3,770
Matagorda	6,310	82.4	5,200	1,111	2,614	877	10,629	14,329
Maverick	2,610	73.9	1,930	389	----(37)	----(37)	3,064	5,532
Medina	3,810	86.1	3,280	1,067	----(16)	----(16)	5,222	5,820
Menard	1,340	89.6	1,200	436	----(54)	----(54)	2,456	3,611
Midland	4,140	88.4	3,660	1,903	----(45)	----(45)	14,439	15,759
Milam	7,730	83.4	6,450	1,415	----(4)	----(4)	7,068	11,815
Mills	2,220	88.3	1,960	497	----(22)	----(22)	1,933	3,669
Mitchell	3,510	86.3	3,030	807	----(23)	----(23)	4,347	7,959
Montague	5,820	88.5	5,150	1,190	1,604	597	6,873	10,212
Montgomery	5,770	84.1	4,850	602	----(55)	----(55)	3,721	12,061
Moore	1,670	97.0	1,620	283	----(9)	----(9)	2,659	3,712
Morris	2,050	83.9	1,720	291	----(28)	----(28)	2,557	3,264
Motley	1,640	89.0	1,460	139	----(7)	----(7)	1,456	3,062
Nacogdoches	8,600	84.5	7,270	1,414	6,508(57)	2,056(57)	9,042	17,680
Navarro	13,230	86.0	11,380	2,620	4,937	1,571	16,310	24,973
Newton	3,810	81.1	3,090	241	----(51)	----(51)	1,279	3,235
Nolan	5,940	89.6	5,320	1,562	----(43)	----(43)	7,091	15,585
Nueces	29,180	85.2	24,850	11,358	27,807	13,273	54,363	119,737
Ochiltree	1,470	95.9	1,410	400	----(9)	----(9)	5,386	5,200

(Continued on page 230)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



\*Counties where 50% - 100% of radio families listen at least once a week—BMB Study No. 1, March 1946.

The illustration shows WOAI's rich 67-county\* daytime primary market area. WOAI's Texas nighttime primary coverage is even bigger. It comprises 118 big Texas counties\* plus 25 other important counties\* in 5 adjoining states. And, WOAI is the only single medium reaching all of this vast market. Your Petry man can give you the full story.

**THERE'S WEALTH IN WOAI'S BIG 67-COUNTY\* DAYTIME PRIMARY AREA**

* Population	1,370,900	* Drug Sales	\$34,017,000
* Retail Sales	\$936,545,000	* Net Effective	
* Food Sales	\$247,370,000	Buying Income	\$1,282,729,000
* General Merchandise	\$105,819,000	* Net Farm Income	\$255,821,000

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*By any check  
you use—it's  
WOAI*

**WOAI**

*San Antonio*

NBC • 50000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

# TEXAS RADIO MARKET DATA BY COUNTIES

(Continued from page 223)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Oldham	480	95.8	460	78	---	---	642	1,112
Orange	6,420	86.8	5,570	1,402	11,098	5,906	22,588	9,402
Palo Pinto	6,110	91.8	5,610	1,612	---	---	8,469	11,064
Panola	4,040	82.4	3,330	422	---	---	3,737	5,706
Parker	6,290	87.0	5,470	1,385	---	---	8,161	9,403
Parmer	1,790	93.9	1,680	46	---	---	2,937	3,726
Pecos	2,560	86.7	2,220	402	---	---	2,368	7,424
Polk	5,830	84.7	4,940	516	4,912(58)	1,452(58)	3,409	9,620
Potter	20,220	95.9	19,390	9,283	18,021(12)	8,657(12)	49,928	87,229
Presidio	2,900	77.6	2,250	370	---	---	2,793	5,575
Rains	1,720	86.0	1,480	55	1,523(59)	436(59)	746	1,069
Randall	2,500	94.8	2,370	510	---	---	2,166	3,958
Reagan	750	96.0	720	200	---	---	889	1,531
Real	830	85.5	710	255	---	---	---	795
Red River	7,250	83.7	6,070	1,049	---	---	3,988	10,096
Reeves	2,560	83.2	2,130	673	---	---	5,059	9,778
Refugio	2,940	87.1	2,560	493	---	---	4,389	8,407
Roberts	420	95.2	400	136	---	---	934	1,170
Robertson	5,470	82.1	4,490	918	---	---	4,882	9,027
Rockwall	1,950	88.7	1,730	341	---	---	1,613	2,701
Runnels	5,230	89.3	4,670	1,594	---	---	7,721	12,408
Rusk	15,390	86.5	13,320	1,614	---	---	10,453	26,779
Sabine	2,420	82.6	2,000	192	---	---	378	3,178
San Augustine	2,810	79.7	2,240	235	---	---	2,572	4,189
San Jacinto	1,650	76.4	1,260	27	---	---	334	1,531
San Patricio	7,820	85.2	6,660	1,318	2,242	745	7,781	20,568
San Saba	3,270	86.2	2,820	707	---	---	2,864	5,069
Schleicher	870	89.7	780	307	---	---	1,257	1,488
Scurry	3,180	87.7	2,790	562	---	---	3,504	7,251
Shackelford	2,230	93.3	2,080	344	---	---	2,370	3,626
Shelby	7,220	82.1	5,930	873	---	---	5,634	10,602
Sherman	720	95.8	690	85	---	---	3,087	1,618
Smith	21,340	87.9	18,760	5,799	10,694	4,586	32,431	57,972
Somervell	830	85.5	710	143	---	---	978	1,026
Starr	3,630	77.4	2,810	176	360	71	1,069	3,163
Stephens	4,680	89.5	4,190	731	---	---	4,040	9,908
Sterling	460	93.5	430	232	---	---	1,582	1,401
Stonewall	1,150	88.7	1,020	139	---	---	1,347	1,531
Sutton	1,160	94.0	1,090	506	---	---	1,645	3,726
Swisher	2,070	94.7	1,960	380	---	---	4,059	4,781
Tarrant	83,930	92.6	77,740	39,060	77,781	37,490	161,716	363,003
Taylor	14,730	92.4	13,610	5,717	---	---	28,836	42,566
Terrell	1,000	86.0	860	190	---	---	1,021	2,282
Terry	3,030	87.8	2,660	342	---	---	7,070	8,378
Throckmorton	1,240	90.3	1,120	308	---	---	1,003	1,777
Titus	5,720	85.1	4,870	691	---	---	4,448	9,952
Tom Green	13,500	89.7	12,110	5,900	7,500	2,976	23,669	42,682
Travis	35,150	89.0	31,290	17,796	21,234	7,912	51,960	124,071
Trinity	3,120	76.6	2,390	455	---	---	2,409	5,807
Tyler	3,080	84.7	2,610	228	---	---	1,871	4,694
Upshur	6,060	84.7	5,130	428	---	---	4,169	8,652
Upton	1,630	92.6	1,510	246	---	---	2,217	5,907
Uvalde	4,080	80.6	3,290	1,269	---	---	4,678	9,575
Val Verde	4,870	77.0	3,750	1,253	---	---	6,935	10,573
Van Zandt	7,810	89.4	6,980	1,033	---	---	4,972	11,771
Victoria	7,620	89.0	6,780	2,355	---	---	21,454	22,850
Walker	4,820	83.6	4,030	766	---	---	4,644	9,360
Waller	2,660	81.6	2,170	376	---	---	2,807	5,156
Ward	3,340	89.5	2,990	543	---	---	2,165	10,081
Washington	6,750	78.2	5,280	1,964	---	---	7,524	11,498
Webb	12,780	73.6	9,390	2,061	6,656	1,999	14,129	27,874
Wharton	11,040	85.0	9,380	1,711	---	---	14,204	22,561
Wheeler	3,330	90.1	3,000	694	---	---	4,350	8,782
Wichita	26,060	91.9	23,950	9,977	18,317	8,461	44,614	89,396
Wilbarger	6,030	90.4	5,450	1,466	---	---	9,864	16,697
Willacy	3,280	79.0	2,590	232	---	---	3,850	5,994
Williamson	11,870	86.0	10,210	2,672	3,377	1,092	14,015	22,922
Wilson	3,880	82.2	3,190	1,073	---	---	3,535	5,676
Winkler	2,340	90.6	2,120	258	---	---	1,008	7,915
Wise	5,230	88.5	4,630	830	---	---	4,427	7,396
Wood	5,490	86.5	4,750	915	---	---	6,385	10,096
Yoakum	2,000	91.0	1,820	37	437	185	---	2,181
Young	5,750	90.1	5,180	1,208	---	---	7,648	17,043
Zapata	1,220	76.2	930	6	---	---	---	318
Zavala	2,320	69.4	1,610	289	---	---	1,448	3,409

(1) Includes Aransas, Bee, Calhoun Goliad, Jackson Refugio and Victoria Counties. (2) Includes Armstrong, Briscoe, Carson, Donley, Gray and Hall Counties. (3) In-han, Jones, Shackelford, and Taylor Counties. (4) Includes Brazos, Burleson, Fayette, Lee, Milam, Robertson and Washington Counties. (5) Includes Calla Counties. (6) Includes Crane, Ector, Loving, Reeves, Ward and Winkler Counties. (7) Includes Cottle, Crosby, Dickens, Floyd, Garza, Hale, King and Motley Counties. (8) Includes Crane, Ector, Loving, Reeves, Ward and Winkler Counties. (9) Includes Dallam, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts and Sherman Counties. (10) Includes De Witt, Gonzales, Karnes and Lavaca Counties. (11) Includes Delta and Stephens Counties. (12) In-cludes Potter and Randall Counties. (13) Includes Anderson and Cherokee Counties. (14) Includes Andrews, Dawson, Gaines and Martin Counties. (15) Includes Archer and Clay Counties. (16) Includes Atascosa, Frio and Medina Counties. (17) Includes Bailey, Cochran, Hookley, Lamb, Lynn and Terry Counties. (18) In-cludes Bander, Kendall and Kerr Counties. (19) Includes Bastrop, Caldwell and Hays Counties. (20) Includes Baylor, Foard, Hardeman, Knox and Wilbarger Counties. (21) Includes Bell and Coryell Counties. (22) Includes Blanco, Burnet, Gillespie, Lampasas, Llano, Mason, Mills and San Saba Counties. (23) Includes Borden, Howard and Mitchell Counties. (24) Includes Bosque and Hill Counties. (25) Includes Brewster, Crockett, Jeff Davis, Pecos, Presidio, Reagan, Terrell and Upton Counties. (26) Includes Brooks, Kenedy and Willacy Counties. (27) Includes Brown, Coleman and Conanche Counties. (28) Includes Camp, Franklin, Morris, Red River and Titus Counties. (29) Includes Castro, Deaf Smith, Oldham, Parmer and Swisher Counties. (30) Includes Childress, Collingsworth and Wheeler Counties. (31) Includes Coke, Irion and Sterling Counties. (32) Includes Collin and Rickwall Counties. (33) Includes Comal, Guadalupe and Wilson Counties. (34) Includes Concho, McCulloch and Runnels Counties. (35) Includes Culberson and Hudspeth Counties. (36) Includes Delta and Stephens Counties. (37) Includes Dimmit, La Salle, Maverick and Zavala Counties. (38) Includes Duval, Jim Wells and Kieberg Counties. (39) Includes Eastland and Hopkins Counties. (40) Includes Edwards, Kinney, Real, Uvalde and Val Verde Counties. (41) Includes Erath, Hood and Somervell Counties. (42) Includes Falls and Limestone Counties. (43) Includes Fisher, Nolan and Scurry Counties. (44) Includes Freestone and Leon Counties. (45) Includes Glasscock and Midland Counties. (46) Includes Harrison, Marion and Panola Counties. (47) Includes Haskell, Kent and Stonewall Counties. (48) Includes Henderson and Van Zandt Counties. (49) Includes Houston, Madison and Walker Counties. (50) Includes Jack and Palo Pinto Counties. (51) Includes Jasper and Newton Counties. (52) Includes Jim Hogg and Zapata Counties. (53) Includes Johnson, Parker and Wise Counties. (54) Includes Kimble, Menard, Schleicher and Sutton Counties. (55) Includes Liberty, Grimes and Montgomery Counties. (56) Includes Lime Oak and McMullen Counties. (57) Includes Nacogdoches, Sabine, San Augustine and Shelby Counties. (58) Includes Polk, San Jacinto, Trinity and Tyler Counties. (59) Includes Rains and Wood Counties. (60) Includes Throckmorton and Young Counties. (A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



# How to be **FIRST** in the World's No. 1 Oil Market!

Pick  
**KPRC**



**FIRST**  
IN BMB

**FIRST**  
IN  
HOOPER

**FIRST**  
IN THE  
SOUTH'S FIRST  
MARKET

It's true! Within Houston's trade area thousands of producing oil and gas wells supply *fourteen* of the nation's greatest petroleum refineries! The city itself houses more oil companies and industries allied with petroleum than any other community in the world!

Yes! And KPRC is **FIRST** in this fabulously wealthy market. **FIRST** in Hooper! **FIRST** in BMB! **FIRST** in the South's **FIRST** Market!

Blanket this tremendous oil market **FIRST** and deliver the big shipping ports of Beaumont, Port Arthur, Galveston and Texas City besides. Pick KPRC now! Write Petry or call us for availabilities.

**KPRC HOUSTON**  
950 KILOCYCLES • 5000 WATTS

National Representatives: Edward Petry & Company • Affiliated with NBC and TQN • Jack Harris, Manager

# UTAH

## AM STATIONS

City	Fre- quency	Power	Net- work
Brigham	KBUH 800	250-D	
Cedar City	KSUB 1340	250	CBS-KBS
	CP-590	CP-1,000	
Logan	KVNU 610	1,000	MBS- KBS
Ogden	KLO 1430	5,000	MBS
	KOPP 730	1,000-D	
	KVOG 1490	250	
Price	KOAL 1230	250	MBS-KBS
	KCSU 1490	250	
Provo	*KNEU 1450	250	
	KOVO 960	1,000	MBS
Richfield	KSVC 690	1,000-D	
Salt Lake City	KALL 910	1,000	MBS
	KDYL 1320	5,000	NBC
	KNAK 1400	250	
	CP-1280	CP-500	
Springville	KSL 1160	50,000	CBS
	KUTA 570	5,000	ABC
Vernal	*KJMS 1400	250	
	KJAM 1340	250	KBS

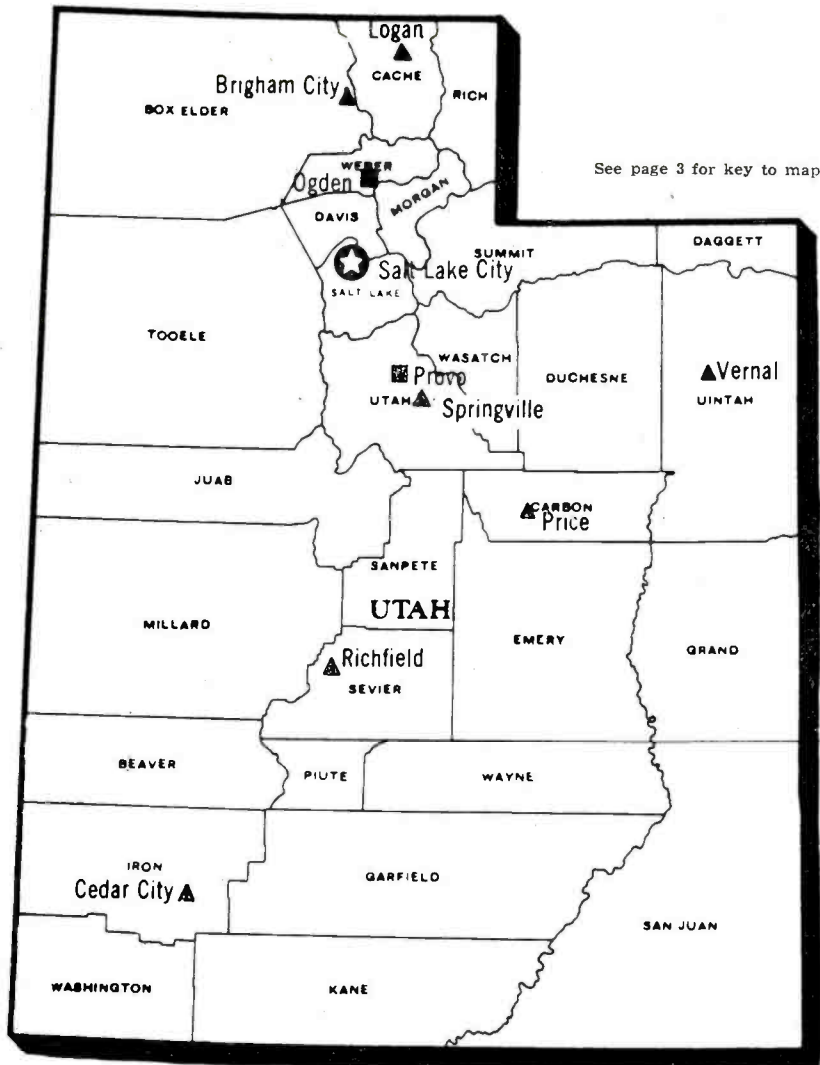
## FM STATIONS

City	Fre- quency	Chan- nel	Pow- er
Call Letters	(Mc)	(No.)	(Kw)
Ogden	KOPP-FM 103.9	280	1
Salt Lake City	KDYL-FM 98.7	254	0.9
	KSL-FM 100.3	262	8.5

## TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
	Salt Lake City 2, 4, 5, 7, 9		
O	Inter- mountain Bcstg. Corp.	(KDYL-TV)	4
A	Edward Lasker		7
CP	Radio Service Corp. of Utah	(KSL-TV)	5
A	Salt Lake City Bcstg. Co.		7
A	Utah Bcstg. Co.		2
A	Granite District Radio Bcstg. Co.		9

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.



See page 3 for key to map.

## UTAH RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Cedar City	Iron	1 180	97.5	1 150	
Logan	Cache	3 250	98.5	3 200	Con
Ogden	Weber	12 100	98.4	11 910	Con
Price	Carbon	1 300	96.2	1 250	
Provo	Utah	4 390	98.6	4 330	Con
Richfield	Sevier	930	97.8	910	
Salt Lake City	Salt Lake	41 830	98.7	41 290	Con - Hooper
Vernal	Uintah	590	96.6	570	

They **LOOK**  
and **LISTEN**  
to the Popular Station  
In this Preferred City



Wire, phone  
or write  
for full details

With a population increase of 17.1% in Utah, KDYL—first with commercial television—has become the eyes as well as the ears for the biggest segment of Utah's buying power.



**MARKET INDICATORS FOR UTAH**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	640,000	'47	550,310	'40
BMB Families -----	157,700	'48	166,700	'46
Per Cent Radio -----	98.4	'48	95.9	'46
Radio Families -----	155,100		159,800	'46
Number of Business Concerns (1)	8,684	'46	7,965	'39
Domestic Urban Electric Consumers -----	152,000	'46	116,000	'39
Private & Commercial Passenger Auto Registrations -----	139,402	'46	110,980	'39
Business Telephones -----	43,900	'46	27,800	'39
Residential Telephones -----	97,800	'46	49,600	'39
Nonagricultural Employment (2)	140,000	'46	112,000	'39
Total Income Payments to Individuals -----	\$773,000,000	'47	243,000,000	'39
Per Capita Income Payments --	\$ 1,208	'47	443	'39

**CLASSIFICATIONS**

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 18,947,000	'46	3,149,000	'41
Bank Deposits -----	\$553,000,000	'46	164,000,000	'39
Drug Store Sales -----	\$ 17,772,000	'46	6,421,000	'39
Gross Postal Receipts (4) -----	\$ 4,397,000	'46	2,358,000	'39
Total Private Construction -----	\$ 44,500,000	'46	17,500,000	'39
Private Residential Building -----	\$ 21,400,000	'46	9,900,000	'39
Private Nonresidential Building -----	\$ 16,400,000	'46	2,400,000	'39
Farm Construction -----	\$ 2,000,000	'46	1,300,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employees and public emergency employees. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

**UTAH RADIO MARKET DATA BY COUNTIES**

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Beaver	1,470	96.6	1,420	501	383	138	1,309	2,935
Box Elder	5,150	98.8	5,080	1,802	1,271	467	9,595	11,780
Cache	8,760	99.0	8,670	3,433	2,642	1,033	14,505	23,085
Carbon	5,140	96.9	4,980	1,253	4,521	3,054	9,014	19,220
Daggett	160	87.5	140	(A-1)	6	2	---	159
Davis	4,890	99.2	4,850	1,790	1,235	542	9,278	7,242
Duchesne	2,390	96.2	2,300	228	307	121	1,396	3,455
Emery	1,940	97.9	1,900	268	137	62	---	1,793
Garfield	1,270	96.1	1,220	158	276	137	---	1,431
Grand	570	94.7	540	107	116	40	755	1,228
Iron	2,060	98.1	2,020	689	1,021	406	2,770	9,946
Juab	2,030	98.0	1,990	658	347	118	2,060	4,351
Kane	540	98.1	530	111	105	31	---	1,344
Millard	3,420	98.2	3,360	261	368	126	1,767	5,725
Morgan	760	97.4	740	250	223	100	689	1,272
Piute	770	97.4	750	47	35	11	---	998
Rich	810	97.5	790	97	33	8	---	477
Salt Lake	60,570	98.8	59,850	39,339	55,154	27,166	197,430	266,135
San Juan	970	91.8	890	136	140	47	---	1,186
Sevier	5,470	98.7	5,400	1,341	733	200	5,192	6,968
Summit	3,580	98.3	3,520	948	876	268	6,686	8,428
Tooele	2,680	95.1	2,550	801	420	175	2,885	4,395
Uintah	2,690	98.1	2,640	936	1,968	873	2,295	5,928
Utah	2,520	96.4	2,430	435	614	214	2,885	4,410
Wasatch	16,150	98.8	15,950	5,554	6,678	3,022	24,250	44,537
Washington	1,870	98.4	1,840	500	560	308	1,111	3,600
Wayne	1,970	95.4	1,880	701	603	218	2,639	4,930
Weber	780	97.4	760	(A-1)	54	18	406	361
Weber	16,320	98.7	16,100	10,845	11,141	5,385	41,363	69,337

(A-1) Served from Adjoining county.  
Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

**HERE'S WHY YOUR  
ADVERTISING  
DOLLARS  
GO FURTHER  
ON KSL  
IN THE REAL  
SALT LAKE CITY  
MARKET\***



(1) Day and night, KSL ALONE delivers ALL of the "real" Salt Lake City market—a quarter-million square mile area with over a million people and a billion dollars in annual retail sales. †

†According to a survey of leading Salt Lake City wholesalers.



(2) KSL is actually listened to most frequently by far more people — morning, afternoon and evening—than any competing station or regional network.\*

\*Hooper Listening Area Coverage Index for 69 KSL counties, Spring, 1948.



(3) KSL reaches more radio homes per dollar, day and night, than any competing station or regional network. ‡

‡Cost per 1,000 50-100% BMB radio homes based on one-time ¼ hr. rates as of March, 1948.

**KSL**

**50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY  
Represented by RADIO SALES, Radio Stations Representative, CBS**

**VERMONT**

**AM STATIONS**

City	Frequency	Power	Net-work
Burlington	WCAX 620	5,000	CBS
	WJOY 1230	250	ABC
Montpelier-			
Barre	WSKI 1240	250	
Rutland	*WHLW 1000	1,000-D	
	WSYB 1380	1,000	MBS-KBS
St. Albans	WWSR 1420	1,000-D	KBS
Waterbury	WDEV 550	1,000	MBS-KBS

**VERMONT RADIO MARKETS BY CITIES**

City	County	1948 Total		1948 Radio Surveys	
		Families	Per Cent Radio 1948	Families	Available
Barre	Washington	3 130	98.4	3 080	
Burlington	Chittenden	7 300	98.9	7 220	Con
Montpelier	Washington	2 260	96.9	2 190	Con
Rutland	Rutland	4 680	98.3	4 600	Con
Saint Albans	Franklin	2 190	99.5	2 180	Con
Waterbury	Washington	490	95.9	470	



See page 3 for key to map.

Two Markets—One Price . . . . .

**BARRE**  
World's Granite Center

**- WSKI -**

**MONTPELIER**  
State Capitol

**IN CENTRAL VERMONT**

**"Proven To Sell Your Customers In Six Big Counties In The Maple Sugar State"**

**REPRESENTED BY**  
Kettell-Carter  
Boston, Mass.

Lamoille  
Caledonia  
Orange

Washington  
Chittendon  
Addison

**W. S. GRANT CO.**  
New York, Chicago,  
San Francisco, Los Angeles

## MARKET INDICATORS FOR VERMONT

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)---	366,000	'47	359,231	'40
BMB Families -----	108,500	'48	88,600	'46
Per Cent Radio -----	95.7	'48	93.6	'46
Radio Families -----	103,800	'48	82,900	'46
Number of Business Concerns (1)	6,193	'46	6,957	'39
Domestic Urban Electric Consumers -----	92,000	'46	74,000	'39
Private & Commercial Passenger Auto Registrations -----	88,117†	'46	81,041†*	'39
Business Telephones -----	21,900	'46	14,600	'39
Residential Telephones -----	66,200	'46	35,000	'39
Nonagricultural Employment (2)	87,000	'46	77,000	'39
Total Income Payments to Individuals -----	\$433,000,000	'47	174,000,000	'39

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Per Capita Income Payments --	\$ 1,183	'47	483	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 7,097,000	'46	2,590,000	'41
Bank Deposits -----	\$324,000,000	'46	169,000,000	'39
Drug Store Sales -----	\$ 6,855,000	'46	3,362,000	'39
Gross Postal Receipts (4) ----	\$ 2,347,000	'46	1,808,000	'39
Total Private Construction ----	\$ 9,600,000	'46	6,400,000	'39
Private Residential Building --	\$ 2,000,000	'46	2,300,000	'39
Private Nonresidential Building	\$ 3,900,000	'46	1,800,000	'39
Farm Construction -----	\$ 1,300,000	'46	1,100,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. †Light delivery trucks included. \*State, county and municipal vehicles included.

## VERMONT RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment	Taxable pay-	Bank Deposits	Retail Sales
					Mid-March 1946	rolls—Jan. to Mar. '46, in 1,000's	1944, 1,000's	1947, 1,000's
Addison -----	5,760	93.6	5,390	2,000	1,533	542	6,404	12,275
Bennington -----	7,540	96.7	7,290	3,331	5,679	2,468	14,071	19,593
Caledonia -----	7,670	95.4	7,320	3,312	3,415	1,613	15,165	23,433
Chittenden -----	13,990	97.6	13,650	7,535	10,946	5,224	46,479	60,257
Essex -----	1,750	93.7	1,640	555	1,612	702	648	2,471
Franklin -----	8,440	96.0	8,100	3,859	3,522	1,336	11,866	21,103
Grand Isle -----	1,090	95.3	1,020	398	162	57	583	1,572
Lamoille -----	3,360	94.6	3,180	1,178	1,453	527	6,476	6,525
Orange -----	5,040	92.7	4,670	2,236	1,430	612	5,477	11,290
Orleans -----	6,460	95.4	6,160	2,148	2,448	902	8,284	17,460
Rutland -----	13,920	95.7	13,320	6,145	8,617	3,757	36,030	48,374
Washington -----	12,010	95.8	11,500	5,785	8,160	3,720	31,681	40,992
Windham -----	9,050	95.6	8,650	4,473	6,689	2,797	24,180	29,701
Windsor -----	12,420	95.9	11,910	6,667	10,579	5,454	25,408	35,150


Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

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Northeastern **NEW YORK**

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*Lowest Cost  
Per Listener*



WCAX

620 ON YOUR DIAL

NOW 5000 WATTS

VERMONT'S MOST POWERFUL STATION

The **BIG** Station

5000 Watts—620 K.C.

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WEED & CO.  
National Representative

WCAX

BURLINGTON, VT.

VIRGINIA

AM STATIONS

City	Frequency	Power	Net-work
Alexandria	WPIK 730	1,000-D	
Arlington	WARL 780	1,000-D	
	WEAM 1390	1,000-D	
		CP-5,000	
Blackstone	WKLV 1490	250	MBS
Bristol	WCYB 690	10,000-D	
	WFHG 860	1,000-D	MBS
Charlottesville	WCHV 1240	250	ABC-KBS
Covington	WKEY 1340	250	ABC-KBS
Crewe	WSVS 650	1,000-D	KBS
Danville	WBTM 1330	5,000-LS	ABC
		1,000-N	
	WDVA 1250	5,000-LS	MBS
		1,000-N	
Falls Church	WFAX 1220	250-D	
Farmville	WFLO 870	1,000-D	
Fredericksburg	WFVA 1230	250	ABC-KBS
Front Royal	WFTR 1450	250	
Galax	WBOB 1400	250	MBS
Hampton	*WVEC 1050	250-D	



See page 3 for key to map.

City	Frequency	Power	Net-work
Harrisonburg	WSVA 550	1,000-D	NBC
Hopewell	*WHLY 1340	250	
Lexington	*WREL 1450	250	
Lynchburg	*WLBW 1230	250	
	WLVA 1230	250	
	CP-590	CP-1,000	ABC
	WWOD 1390	1,000	MBS

City	Frequency	Power	Net-work
Marion	*WMEB 1010	1,000-D	
Martinsville	WMVA 1450	250	NBC-KBS
Newport News	WGH 1340	250	ABC
	CP-1310		
	WHYU 1270	1,000-D	
Norfolk	WCAV 860	1,000-D	
	WLOW 1590	1,000-D	
	*WKAZ 1230	250	
	WTAR 790	5,000	NBC
Norton	WNVA 1450	250	MBS-KBS
Petersburg	WSSV 1240	250	MBS
Portsmouth	WSAP 1490	250	MBS
Pulaski	WPUV 1230	250	MBS-KBS
Richmond	WBBL 1450	250	
	SH		
	WLEE 1450	250	MBS
	WMBG 1380	5,000	NBC
	WRNL 910	5,000	ABC
	WRVA 1140	50,000	CBS
	WXGI 740	1,000-D	
Roanoke	WDBJ 960	5,000	CBS
	WROV 1490	250	MBS
	CP-1240		
	WLSL 1240	250	ABC
	CP-610	CP-1,000	
South Boston	WHLF 1400	250	KBS
Staunton	WTON 1400	250	ABC
Suffolk	WLPM 1450	250	ABC-KBS
Warsaw	* 690	250-D	
Waynesboro	WAYB 1490	250	MBS-KBS
Winchester	WINC 1400	250	ABC-KBS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Harrisonburg	WLOK	95.1	236	16
Harrisonburg	WSVA-FM	100.7	264	36
Lynchburg	WLVA-FM	97.5	248	3.7
	WWOD-FM	107.9	300	20
Martinsville	WMVA-FM	96.3	242	
Newport News	WGH-FM	96.5	243	38
Norfolk	WTAR-FM	97.3	247	50
	WRVC	102.5	273	6
	WCAV-FM	103.3	277	41
	WARY	105.3	287	7.8
Portsmouth	WVOP	98.9	255	32
	WSAP-FM	99.7	259	49
Richmond	WRVB	94.5	233	25
	WCOD	98.1	251	46.1
	WRNL-FM	102.1	271	43.7
	WLEE-FM	102.9	275	21
	WRMV	106.9	295	15.5
Roanoke	WDBJ-FM	94.9	235	11.8
	WLSL-FM	99.1	256	4.7
	WROV-FM	103.7	279	3
Suffolk	WFFV	106.1	291	3.1
	WLPM-FM	107.7	299	10.2
Winchester	WINC-FM	92.5	223	13.4

TV STATIONS

City and Status Applicant	Call Letters	Channel No.
Newport News (see also Norfolk-Portsmouth) 4, 7, 11, 13		
A Hampton Roads Bestg. Corp.		7
Norfolk (see also Newport News-Portsmouth)		
A Commonwealth Bestg. Corp.		13
A Beachview Bestg. Corp.		11
CP WTAR Radio Corp.		4
Richmond 3, 6, 8, 10		
O Havens & Martin (WTVR)		6
A-H Larus & Bro.		10
A-H Lee Bestg. Co.		10
A-H Richmond Radio Corp.		3
A-H Southern Bestrs.		8

\* Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

\* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Arlington	WARL-FM	105.5	288	
	WEAM-FM	106.3	292	
Bristol	WCYB-FM	105.3	287	5.6
Crewe	WSVS-FM	104.7	284	12.5
Danville	WBTM-FM	97.9	250	32
Front				

YOUR  
**\$ DOLLAR \$**  
 BUYS  
**MORE**  
 WITH  
 "DANVILLE'S FRIENDLY STATION"  
**WDVA**

A MUTUAL STATION

DANVILLE, VIRGINIA

5000 WATTS DAY-1000 WATTS NIGHT

EMERSON J. PRYOR, GEN. MGR.

REP. BY

JOSEPH HERSHEY MCGILLVRA, INC.

## MARKET INDICATORS FOR VIRGINIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) ..	2,999,000	'47	2,677,773	'40
BMB Families .....	728,000	'48	724,000	'46
Per Cent Radio .....	88.9	'48	81.4	'46
Radio Families .....	646,900	'48	589,000	'46
Number of Business Concerns (1)	32,980	'46	31,273	'39
Domestic Urban Electric Consumers .....	489,000	'46	328,000	'39
Private & Commercial Passenger Auto Registrations .....	507,380	'46	390,498†	'39
Business Telephones .....	159,100	'46	74,600	'39
Residential Telephones .....	326,500	'46	152,500	'39
Nonagricultural Employment (2)	636,000	'46	515,000	'39
Total Income Payments to Individuals .....	\$2,992,000,000	'47	996,000,000	'39
Per Capita Income Payments .. \$	1,064	'47	402	'39
Sales of U. S. Savings Bonds (Series E) (3) .....	\$ 84,874,000	'46	18,237,000	'41
Bank Deposits .....	\$1,785,000,000	'46	635,000,000	'39
Drug Store Sales .....	\$ 52,459,000	'46	26,146,000	'39
Gross Postal Receipts (4) .....	\$ 16,239,000	'46	9,250,000	'39
Total Private Construction .....	\$ 167,800,000	'46	83,200,000	'39
Private Residential Building .. \$	73,900,000	'46	53,900,000	'39
Private Nonresidential Building \$	62,200,000	'46	16,000,000	'39
Farm Construction .....	\$ 5,800,000	'46	3,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed per-

sons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † Busses included.

### VIRGINIA RADIO MARKETS BY CITIES

City	County	1948 Total		1948 Radio Families	Surveys Available
		Families	Per Cent Radio 1948		
Alexandria	Fairfax	10 540	95.9	10 110	
Blackstone	Nottaway	800	83.8	670	
Charlottesville	Albemarle	6 340	89.6	5 680	Con
Covington	Alleghany	1 850	94.1	1 740	
Crewe	Nottaway	610	91.8	560	
Danville	Pittsylvania	10 000	86.0	8 600	Con
Farmville	Prince Edward	1 150	87.8	1 010	
Fredericksburg	Spotsylvania	3 120	96.5	3 010	Con
Front Royal	Warren	1 110	90.1	1 000	
Galax	Grayson	980	91.8	900	
Harrisonburg	Rockingham	2 780	93.5	2 600	
Lynchburg	Campbell	13 750	89.7	12 330	Con
Martinsville	Henry	2 790	86.4	2 410	Con
Newport News	Warwick	11 700	89.1	10 430	Con - Hooper
Norfolk	Norfolk	44 990	91.3	41 080	Con - Hooper
Norton	Wise	1 170	88.0	1 030	
Petersburg	Dinwiddie	9 830	85.0	8 360	Con
Portsmouth	Norfolk	15 910	89.7	14 270	Con - Hooper
Pulaski	Pulaski	2 500	89.6	2 240	Con
Richmond	Henrico	61 260	93.2	57 100	Con - Hooper
Roanoke	Roanoke	21 600	93.8	20 260	Con
Staunton	Augusta	3 500	93.4	3 270	Con
Suffolk	Nansemond	3 580	88.0	3 150	Con
Winchester	Frederick	3 980	94.7	3 770	Con

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**5000 WATTS**

**DAY AND NIGHT**

**1310 KC.**

**ALSO WGH-FM 96.5 MEG.**

*Covering*  
**VIRGINIA'S LARGEST MARKET**

**Basic ABC outlet for NORFOLK PORTSMOUTH NEWPORT NEWS**

**AFFILIATED WITH - THE DAILY PRESS - TIMES HERALD**  
*National Representatives* **FREE AND PETERS, Inc.**







LINOLEUM BLOCK PRINT OF VIRGINIA FARM BY CHARLES W. SMITH FOR WRVA

## Virginia gobbles up the poultry market!

POULTRY raising in Virginia has risen to the position of one of the Old Dominion's **BIGGEST** cash-producing agricultural enterprises. Not the least of reasons for this tremendous growth is the State's close proximity to the most densely populated portion of the United States, and the speed with which dressed or live poultry may be moved from Virginia to the large Eastern Seaboard by train or truck. In 1946, the production of commercial broilers, other chickens, eggs, and turkeys totalled \$84,353,000 . . . with Virginia holding 3rd place in the United States in the raising of commercial broilers, and 10th in turkeys! Here, indeed, is a market to crow about . . . part of the billion-dollar market that hears and heeds the voice of WRVA . . . 50,000 watts, represented by Radio Sales.

50,000 WATTS . . . NIGHT AND DAY  
STUDIOS IN RICHMOND AND NORFOLK

**WRVA**

**VIRGINIA RADIO MARKET DATA BY COUNTIES**

(Continued from page 238)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Westmoreland	2,040	82.8	1,690	86	492	153	3,854	3,435
Wise	14,910	87.4	13,030	1,805	7,605	3,840	10,303	27,286
Wythe	5,790	89.5	5,180	1,798	2,592	915	5,541	11,096
York	2,710	88.9	2,410	464	285(19)	130(19)	3,508	2,397

**VIRGINIA (Independent Cities)**

City	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Alexandria	10,540	95.9	10,110	13,460	---	---	23,269	(1) ---
Bristol	2,840	91.2	2,590	(a)	---	---	9,081	(24) ---
Buena Vista	---	---	---	391	---	---	1,642	(21) ---
Charlottesville	6,340	89.6	5,680	3,941	---	---	20,714	(8) ---
Clifton Forge	---	---	---	1,165	---	---	3,613	(9) ---
Danville	10,000	86.0	8,600	4,173	---	---	24,986	(5) ---
Fredericksburg	3,120	96.5	3,010	1,994	---	---	13,817	(23) ---
Hampton	---	---	---	3,653	---	---	10,715	(13) ---
Harrisonburg	2,780	93.5	2,600	2,501	---	---	11,982	(22) ---
Hopewell	---	---	---	1,212	---	---	2,748	(20) ---
Lynchburg	13,750	89.7	12,330	7,063	---	---	30,368	(2) ---
Martinsville	2,790	86.4	2,410	1,489	---	---	9,244	(15) ---
Newport News	11,700	89.1	10,430	8,677	---	---	38,476	(7) ---
Norfolk City	44,990	91.3	41,080	(b)26,526	---	---	(2)131,654	(4) ---
Petersburg	9,830	85.0	8,360	5,310	---	---	15,795	(12) ---
Portsmouth	15,910	89.7	14,270	8,255	---	---	32,052	(4) ---
Radford	---	---	---	1,323	---	---	4,665	(17) ---
Richmond City	61,260	93.2	57,100	39,152	---	---	228,638	(3) ---
Roanoke City	21,600	93.8	20,260	14,827	---	---	55,253	(6) ---
South Norfolk	---	---	---	---	---	---	---	---
Staunton	3,500	93.4	3,270	2,989	---	---	12,113	(10) ---
Suffolk	3,580	88.0	3,150	1,932	---	---	15,001	(18) ---
Williamsburg	---	---	---	710	---	---	4,427	(16 & 19) ---
Winchester	3,980	94.7	3,770	2,784	---	---	13,128	(14) ---

(\*) Included in Richmond City.  
 (a) Part of Bristol, Tenn. exchange included in Sullivan County.  
 (b) Norfolk City includes South Norfolk City.  
 (1) Includes Arlington County & Alexandria City. (2) Includes Campbell County & Lynchburg City. (3) Includes Henrico County & Richmond City. (4) Includes Norfolk County & Norfolk, Portsmouth & South Norfolk Cities. (5) Includes Pittsylvania County & Danville City. (6) Includes Roanoke County & Roanoke City. (7) Includes Warwick County & Newport News City. (8) Includes Albemarle County & Charlottesville City. (9) Includes Alleghany County & Clifton Forge City. (10) Includes Augusta County & Staunton City. (11) Includes Charles City & New Kent County. (12) Includes Dinwiddie County & Petersburg City. (13) Includes Elizabeth City County & Hampton City. (14) Includes Frederick County & Winchester City. (15) Includes Henry County & Martinsville City. (16) Includes James City County & Williamsburg City. (17) Includes Montgomery County & Radford City. (18) Includes Nansemond County & Suffolk City. (19) Includes York County & Part of Williamsburg City. (20) Includes Prince George County & Hopewell City. (21) Includes Rockbridge County & Buena Vista City. (22) Includes Rockingham County & Harrisonburg City. (23) Includes Spotsylvania County & Fredericksburg City. (24) Includes Washington County & Bristol City.  
 Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

**3 CITY COVERAGE**  
 for  
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**TIDEWATER AREA — Virginia's BIG market**  
 For BIG VALUE in this great metropolitan district  
 place your message on the stations that are  
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*Remember—you reach*  
**NORFOLK • PORTSMOUTH • NEWPORT NEWS**  
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 National Representatives: Burke, Kulpers & Mahoney, Inc.      New York      Chicago      Oklahoma City      Atlanta      Dallas      Los Angeles      San Francisco

WASHINGTON



See page 3 for key to map.

AM STATIONS

City	Frequency	Power	Net-work
Aberdeen	KXRO 1340	250	MBS-KBS
Bellingham	*KPUG 1170 KVOS 790	1,000 1,000	MBS ABC-KBS
Bremerton	KBRO 1490	250	
	*KGIB 1540	1,000-D	
Centralia (Chehalis)	KELA 1470	1,000	MBS-KBS
Ellensburg	KXLE 1240	250	
Ephrata	*KULE 730	250-D	
Everett	KRKO 1400	250	MBS-KBS
Kennewick	*KWIE 1230	250	
Kirkland	KRKL 1050	250-D	
Longview	KWLK 1400	250	MBS-KBS
Moses Lake	KSEM 1450	250	KBS
Mount Vernon	KBRC 1430	500-D	
Olympia	KGY 1240	250	MBS-KBS
Omak	KOMW 680	1,000-D	
Pasco	KPKW 1340	250	
Port Angeles	KONP 1450	250	KBS

City	Frequency	Power	Net-work
Pullman	**KWSC 1250	5,000	ST-KTW
Renton	KXRN 1220	250-D	
Seattle	KING 1090	10,000	
	KIRO 710	50,000	CBS
	KJR 950	5,000	ABC
	KOL 1300	5,000	
	KOMO 1000	50,000	NBC
	KRSC 1150	1,000	
	KTW 1250	1,000	
Spokane	KXA 770	1,000	ST-KWSC
	KFIO 1230	250	L-WJZ
	KGa 1510	10,000	ABC
	KHQ 590	5,000	CP-50,000
	KNEW 1430	5,000	NBC
	KREM 1340	250	MBS
Tacoma	KXLY 920	5,000	CBS
	KMO 1360	5,000	
	KTBI 810	1,000-D	KBS
Vancouver	KVI 570	5,000	MBS
Walla Walla	KVAN 910	1,000	
	KUJ 1420	5,000	MBS
	KWWB 1490	250	KBS

City	Frequency	Power	Net-work
Wenatchee	KPQ 560	1,000	ABC
	KWNW 1340	250	
Yakima	KIMA 1460	500	CBS
		CP-1,000-D	
		500-N	
	KIT 1280	1,000	ABC
	KYAK 1400	250	MBS

\* Construction Permit.  
\*\* Non-Commercial Station.

FM STATIONS

City	Call Letters	Frequency (Mc)	Power (kw)
Longview	KWLK-FM	103.9	280 0.41
Seattle	KING-FM	94.9	235 48
	KRSC-FM	98.1	251 15
	KOMO-FM	98.9	255 14.4
	KIRO-FM	100.7	264 7.7
	KFMU	102.9	275 1.7
Tacoma	KTBI-FM	96.5	243
	KTNT	97.3	247 8.2
	KTOY	91.7	219 3

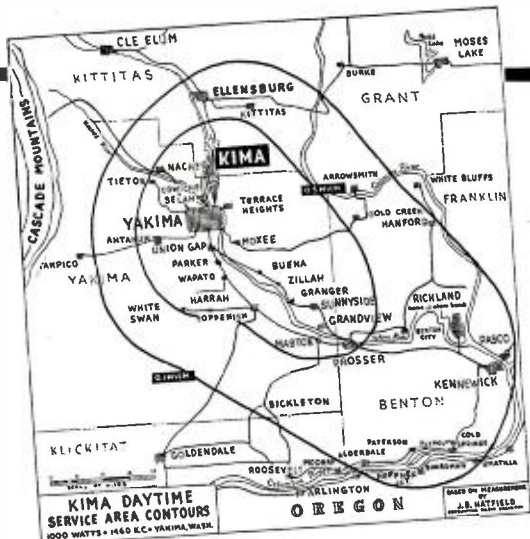
TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
	Seattle 2, 5, 7, 11		
	A-H Fishers' Blend Station		2
	A-H KING Bcstg. Co.		7
	A Edward Lasker		7
	A-H Queen City Bcstg. Co.		11
	CP Radio Sales (KRSC-TV) Corp.		5
	A-H Totem Bcstrs.		7
	A-H 20th Century-Fox		11
	Tacoma 4, 9, 13		
	A Tele. Tacoma		4

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

WASHINGTON RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Aberdeen	Grays Harbor	6 330	96.8	6 130	Con
Bellingham	Whatcom	10 040	97.9	9 830	Con
Bremerton	Kitsap	10 810	98.9	10 690	
Centralia	Lewis	2 490	97.6	2 430	Con
Chehalis	Lewis	1 560	98.7	1 540	Con
Ellensburg	Kittitas	2 210	97.3	2 150	
Everett	Snohomish	10 820	97.7	10 570	Con
Fullman	Whitman	1 780	98.9	1 760	
Hoquiam	Grays Harbor	3 650	96.4	3 520	Con.
Longview	Cowlitz	5 410	98.7	5 340	Con
Mount Vernon	Skagit	1 520	98.7	1 500	
Olympia	Thurston	4 950	98.4	4 870	Con
Omak	Okanogan	1 040	96.2	1 000	
Pasco	Franklin	1 850	95.7	1 770	
Port Angeles	Clallam	3 340	97.3	3 250	Con
Seattle	King	145 230	97.4	141 450	Con - Hooper
Spokane	Spokane	45 420	97.6	44 310	Con - Hooper
Tacoma	Pierce	42 020	98.1	41 220	Con - Hooper
Vancouver	Clark	8 030	98.1	7 880	
Walla Walla	Walla Walla	6 950	97.6	6 780	Con
Wenatchee	Chelan	4 020	97.3	3 910	Con
Yakima	Yakima	10 820	97.4	10 540	Con



KIMA YAKIMA, WASHINGTON

—serving the rich Yakima Valley, provides effective and intensive low cost coverage for your sales message in the Pacific Northwest's fastest growing market\*. 1000 watts day and 500 watts night.

\*Sales Management "Survey of Buying Power," May 1948



KIMA . . . . . 1469 KC  
CBS for Central Washington  
Represented Nationally by WEED and COMPANY

## MARKET INDICATORS FOR WASHINGTON

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) ..	2,357,000	'47	1,736,191	'40
BMB Families .....	673,000	'48	667,000	'46
Per Cent Radio .....	97.8	'48	94.5	'46
Radio Families .....	658,000	'48	630,000	'46
Number of Business Concerns(1)	34,666	'46	35,663	'39
Domestic Urban Electric Consumers .....	535,000	'46	429,000	'39
Private & Commercial Passenger Auto Registrations .....	525,964	'46	449,333	'39
Business Telephones .....	180,700	'46	111,200	'39
Residential Telephones .....	388,300	'46	186,100	'39
Nonagricultural Employment(2)	530,000	'46	415,000	'39
Total Income Payments to Individuals .....	\$3,289,000,000	'47	1,012,000,000	'39

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Per Capita Income Payments-- \$	1,395	'47	588	'39
Sales of U. S. Savings Bonds (Series E) (3) .....	\$ 76,017,000	'46	19,198,000	'41
Bank Deposits .....	\$2,156,000,000	'46	577,000,000	'39
Drug Store Sales .....	\$ 64,461,000	'46	22,696,000	'39
Gross Postal Receipts (4) .....	\$ 19,683,000	'46	9,655,000	'39
Total Private Construction .....	\$ 170,500,000	'46	47,600,000	'39
Private Residential Building ..	\$ 79,800,000	'46	24,900,000	'39
Private Nonresidential Building \$	62,800,000	'46	11,400,000	'39
Farm Construction .....	\$ 7,900,000	'46	4,000,000	'39

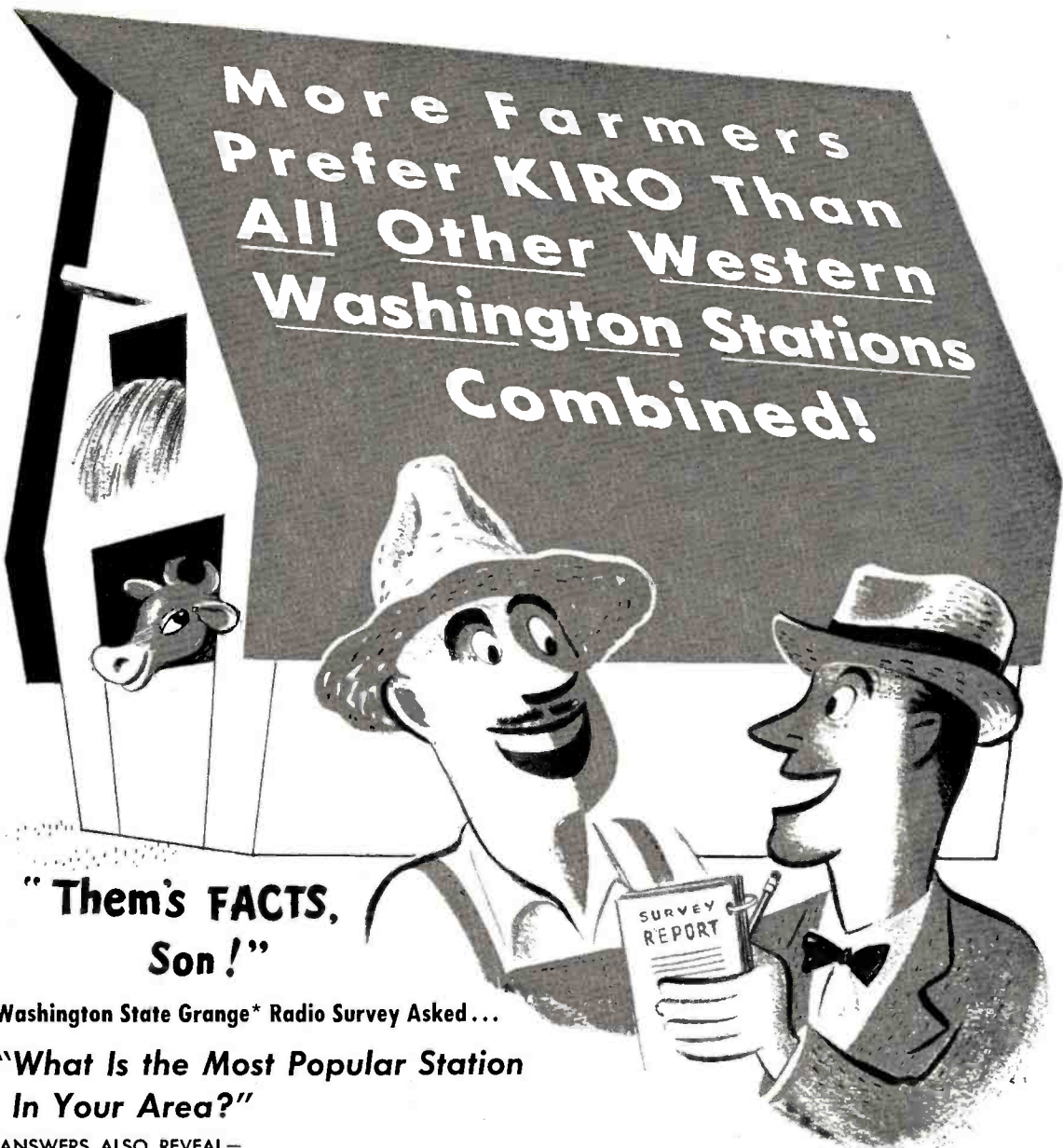
(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employees and public emergency employees. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

## WASHINGTON RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Employment		Taxable pay-rolls—Jan. to		Bank Deposits Retail Sales	
				Tel. Homes Jan. 1, 1945	1946	Mar. '46, in 1,000's	1944, 1,000's	1947, 1,000's	
Adams	2,230	98.2	2,190	823	599	225	7,699	7,472	
Asotin	3,450	98.0	3,380	1,312	239	92	1,762	3,788	
Benton	3,530	97.7	3,450	1,224	1,851	842	27,368	8,832	
Chelan	12,550	97.9	12,290	5,715	5,807	2,781	27,659	48,581	
Cllallam	8,050	97.1	7,820	3,022	4,660	2,761	8,819	23,011	
Clark	21,340	98.3	20,980	6,129	17,263	10,615	50,528	62,296	
Columbia	1,750	97.1	1,700	817	483	210	3,848	4,753	
Cowlitz	16,270	98.0	15,940	4,798	10,961	2,675	15,878	47,651	
Douglas	3,170	98.4	3,120	577	179	67	2,381	4,489	
Ferry	1,700	95.3	1,620	114	171	48	---	2,403	
Franklin	2,560	98.1	2,460	802	5,191	4,685	7,878	8,211	
Garfield	1,290	98.4	1,270	704	201	79	3,697	3,960	
Grant	5,340	97.0	5,180	1,132	896	325	4,014	12,412	
Grays Harbor	19,430	96.9	18,820	6,919	13,544	7,295	32,419	56,019	
Island	1,890	97.9	1,850	835	335	130	2,175	3,446	
Jefferson	3,660	97.0	3,550	1,059	1,207	603	2,597	6,983	
King	207,960	97.7	203,150	120,948	183,194	105,601	741,958	886,617	
Kitsap	21,080	98.7	20,810	8,922	9,402	5,072	34,354	64,852	
Kittitas	7,270	97.5	7,090	2,594	2,520	1,405	11,605	23,697	
Klickitat	4,180	96.7	4,040	1,260	1,206	518	3,974	9,861	
Lewis	15,350	97.7	14,990	4,429	6,016	2,832	20,176	40,278	
Lincoln	4,370	98.2	4,290	1,911	818	323	13,661	14,442	
Mason	4,220	97.2	4,100	1,121	2,155	1,231	4,461	10,996	
Okanogan	9,120	96.6	8,810	1,852	2,074	901	12,287	20,911	
Pacific	6,370	97.2	6,190	1,572	2,595	1,343	6,284	15,156	
Pend Oreille	2,620	96.6	2,530	300	885	480	1,885	5,544	
Pierce	66,890	98.1	65,650	31,912	46,856	28,014	146,363	232,678	
San Juan	1,050	97.1	1,020	559	271	123	1,163	2,006	
Skagit	13,950	98.1	13,680	6,201	5,787	2,977	21,588	39,051	
Skamania	2,090	97.1	2,030	169	382	163	724	2,455	
Snohomish	34,790	98.0	34,110	13,120	15,015	8,182	53,006	92,746	
Spokane	59,420	97.7	58,040	31,412	39,025	19,365	134,286	248,484	
Stevens	6,400	96.6	6,180	1,257	1,348	595	5,198	11,684	
Thurston	14,770	98.2	14,510	5,961	7,703	4,009	15,465	42,770	
Wahkiakum	1,650	98.2	1,620	484	529	251	1,196	2,337	
Walla Walla	11,390	97.7	11,130	5,439	5,167	2,505	32,448	42,284	
Whatcom	22,540	98.3	22,150	10,994	10,561	5,385	35,438	62,063	
Whitman	9,740	98.6	9,600	5,231	2,341	926	31,574	32,779	
Yakima	37,570	97.6	36,660	10,875	14,497	6,972	75,759	116,455	

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

**More Farmers  
Prefer KIRO Than  
All Other Western  
Washington Stations  
Combined!**



**"Them's FACTS,  
Son!"**

Washington State Grange\* Radio Survey Asked...

**"What Is the Most Popular Station  
In Your Area?"**

ANSWERS ALSO REVEAL—  
**KIRO leads ALL OTHER SEATTLE STATIONS COMBINED by 172%!**

<b>KIRO</b>	=====
<b>Station A</b>	=====
<b>Station B</b>	=====
<b>Station C</b>	=====
<b>OTHERS</b>	=====

Survey published April 15, 1948, by John L. King,  
Director of Radio and Research, Washington State  
Grange, 3104 Western Avenue, Seattle 1, Wash.

**KIRO**  
SEATTLE • TACOMA

**CBS**  
**50,000**  
**WATTS**  
**710 KC**

\*Representing more than 54,000 aggressive farmers in the  
State of Washington.

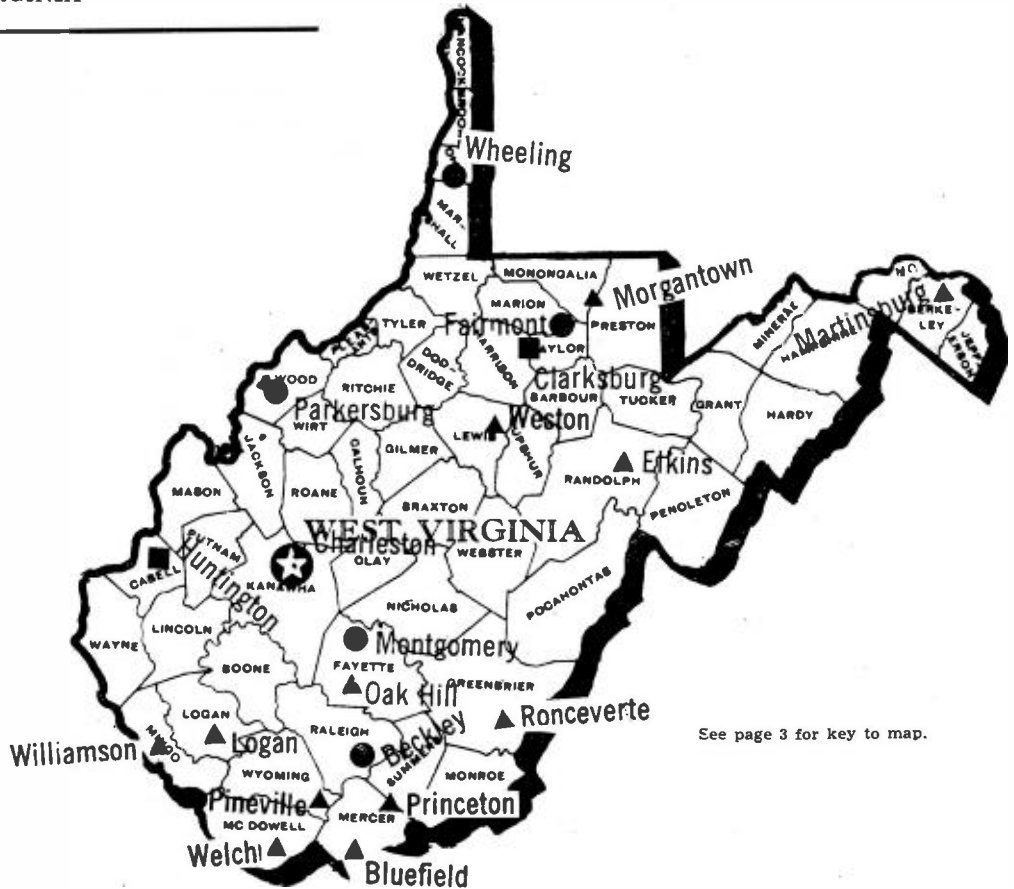
REPRESENTED NATIONALLY BY FREE & PETERS

# WEST VIRGINIA

## AM STATIONS

City	Frequency	Power	Net-work
Beckley	WJLS 560	1,000-LS	CBS
		500-N	
	WWNR 1450	250	MBS
Bluefield	WHIS 1440	1,000-LS	
		500-N	NBC
		CP-5,000-U	
	*WKOY 1240	250	MBS
Charleston	WCAW 1400	250	
	WCHS 580	5,000	CBS
	WGKV 1490	250	NBC
	WKNA 950	1,000	ABC
	WTIP 1240	250	MBS
Clarksburg	WBLK 1400	250	NBC
	WHAR 1340	250	MBS-KBS
	WPDJ 750	1,000-D	
Elkins	WDNE 1240	250	MBS-KBS
Fairmont	WMMN 920	5,000	CBS
	WVVW 1490	250	MBS
Huntington	WHTN 800	1,000-D	
	WPLH 1450	250	MBS
	WSAZ 930	5,000-LS	ABC
		1,000-N	
Logan	WLOG 1230	250	KBS
Martinsburg	WEPM 1340	250	
Montgomery	WMON 1340	250	MBS
Morgantown	WAJR 1230	250	MBS-KBS
Oak Hill	WOAY 860	1,000-D	
Parkersburg	WCOM 1230	250	ABC
	WPAR 1450	250	CBS
Pineville	*WWYO 970	1,000-D	
Princeton	WLOH 1490	250	MBS-KBS
Ronceverte	WRON 1400	250	MBS
Weich	WBRW 1340	250	MBS-KBS
Weston	WHAW 1450	250	MBS
Wheeling	WKWK 1400	250	ABC
	WVVA 1170	50,000	CBS
Williamson	WBTH 1400	250	MBS

\* Construction Permit.



See page 3 for key to map.

## WEST VIRGINIA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Beckley	Raleigh	3 220	93.8	3 020	Con
Bluefield	Mercer	6 280	94.4	5 930	Con
Charleston	Kanawha	17 770	94.9	16 860	Con
Clarksburg	Harrison	8 160	96.0	7 830	Con
Elkins	Randolph	2 110	94.8	2 000	Con
Fairmont	Marion	6 070	95.4	5 790	Con
Huntington	Cabell	20 720	93.4	19 350	Con
Logan	Logan	1 230	95.1	1 170	Con
Martinsburg	Berkley	4 100	94.6	3 880	Con
Montgomery	Fayette	900	95.6	860	Con
Morgantown	Monongalia	4 670	95.7	4 470	Con
Oak Hill	Fayette	820	95.1	780	Con
Parkersburg	Wood	8 550	95.4	8 160	Con
Princeton	Mercer	1 880	94.1	1 770	Con
Ronceverte	Greenbrier	550	92.7	510	Con
Weich	McDowell	1 470	93.2	1 370	Con
Wheeling	Ohio	16 380	96.4	15 790	Con
Williamson	Mingo	2 000	88.0	1 760	Con

## FM STATIONS

City	Call Letters	Frequency (Mc)	Channels (No.)	Power (Kw)
Beckley	WWNR-FM	98.1	251	20
	WJLS-FM	99.5	258	31.7
	WCFC	101.3	287	31
Bluefield	WHIS-FM	104.5	283	186
Charleston	WKNA-FM	97.5	248	22
	WGAX	98.5	253	31
Clarksburg	WPDJ-FM	95.1	236	2
	WBLK-FM	101.9	270	12
Fairmont	WVVW	92.3	222	
Huntington	WHTN-FM	100.5	263	53
	WLOG-FM	103.3	277	2.3
	WSAZ-FM	14.5	233	
Logan	WLOG-FM	103.3	277	41
Morgantown	WAJR-FM	99.3	257	1

City	Call Letters	Frequency (Mc)	Channels (No.)	Power (Kw)
Oak Hill	WOAY-FM	94.1	231	
Parkersburg	WPAR-FM	106.5	293	23
	WKWK-FM	97.3	247	16
Wheeling	WWVA-FM	98.7	254	15.3

## TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
	Charleston 7, 11, 13	A Charleston Tele. Inc.	7
	Huntington (see also Ashland, Ky.)	A Charleston Bcstg. Co.	13
	Huntington (see also Ashland, Ky.)	CP WSAZ Inc. (WSAZ-TV)	5
	Wheeling (see also Bellaire, Ohio)	A-H W. Va. Bcstg. Corp.	12

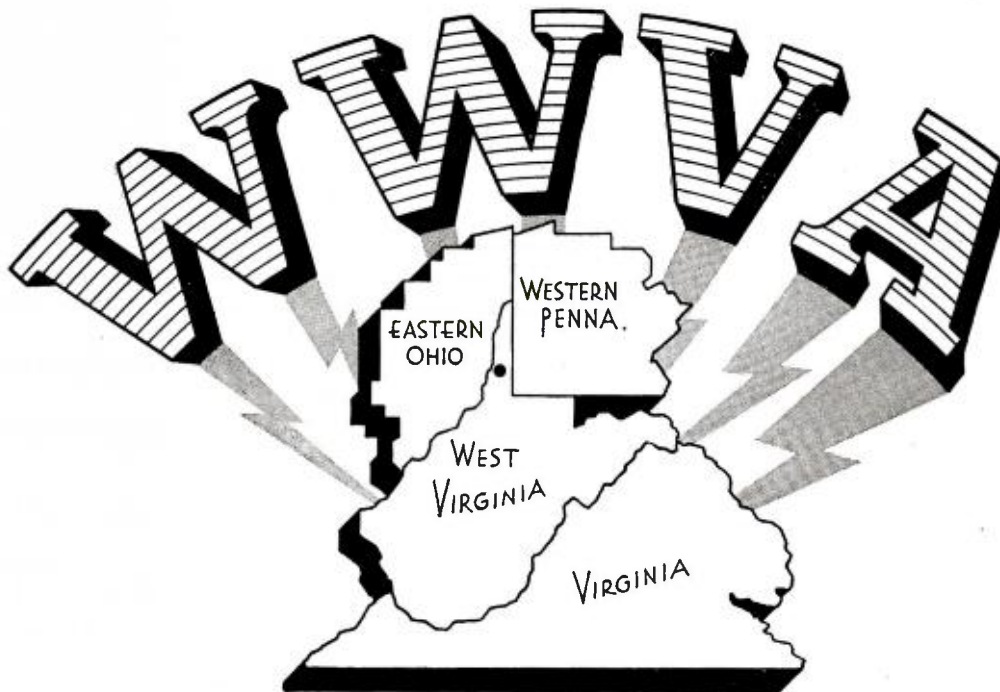
Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

## WEST VIRGINIA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Barbour	4,880	88.9	4,340	525	1,209	499	2,457	5,594
Berkley	8,010	93.1	7,460	2,508	6,069	2,191	11,089	17,175
Boone	6,720	90.2	6,060	706	5,133	3,216	3,354	11,430
Braxton	4,570	84.0	3,840	604	570	158	2,946	4,871
Brock	6,300	95.9	6,040	1,907	5,923	2,806	5,070	11,143
Cabell	25,270	92.4	23,520	11,948	23,798	11,532	40,352	87,427
Calhoun	2,100	85.7	1,800	572	499	221	1,928	2,549
Clay	3,080	84.7	2,610	117	1,452	789	1,535	3,664
Doddridge	2,160	88.4	1,910	433	347	82	1,549	2,729
Fayette	19,170	93.1	17,850	3,094	17,092	11,084	17,110	43,872
Gilmer	2,210	86.0	1,900	668	288	66	2,016	2,443
Grant	2,100	88.1	1,850	231	530	243	2,664	2,880
Greenbrier	8,780	90.7	7,960	1,798	4,797	1,648	7,857	16,753
Hampshire	2,940	89.1	2,620	797	468	148	2,284	3,861
Hancock	7,370	97.7	7,200	4,623	18,485	10,955	10,942	17,285
Hardy	2,590	86.1	2,230	272	674	201	1,588	2,835
Harrison	21,280	93.4	19,870	9,218	22,493	12,029	33,650	52,224
Jackson	3,730	89.3	3,330	1,205	566	177	4,250	4,615
Jefferson	4,340	92.6	4,020	1,059	1,927	731	4,485	6,665
Kanawha	49,040	93.6	45,910	22,805	57,196	33,198	81,939	162,063

(Continued on page 246)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



## All You Need to Know to Cover WESTERN PENNSYLVANIA • VIRGINIA EASTERN OHIO • WEST VIRGINIA

More than eight million people, spending Four and One-Half Billion Dollars Annually in retail sales outlets, make this four-state area one of the nation's most profitable markets; and it is completely covered by WWVA.

These are busy states, which means business for alert advertisers. West Virginia is the nation's leader in the mining of bituminous coal, and coal mining dollars are plentiful. In combination with Eastern Ohio and Western Pennsylvania, more than half of the nation's steel is produced in this compact region. Add to this

the potent tobacco market of Virginia, the powerful chemical, glass, clay and lumber industries of the four states, and you have the reasons why this WWVA area provides a market rich in sales potential.

. . .

WWVA's friendly programming has made it a welcome voice in the homes of these four states; WWVA can deliver your advertising message to a ready-made, loyal, responsive audience economically with one cost, one billing. An EDWARD PETRY Man has the details.



# WWVA

50,000 WATTS •• CBS •• WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

WEST VIRGINIA RADIO MARKET DATA BY COUNTIES

(Continued from page 244)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Lewis	4,990	91.2	4,550	2,015	2,634	1,123	6,558	9,591
Lincoln	4,790	82.0	3,930	56	805	191	2,042	3,027
Logan	15,140	91.3	13,830	1,765	17,282	11,740	9,733	49,432
McDowell	20,430	92.9	18,970	1,471	25,213	15,851	17,633	5,298
Marion	18,180	94.1	17,100	7,457	16,840	8,659	15,580	44,612
Marshall	9,170	93.0	8,530	3,141	6,701	2,938	8,234	14,792
Mason	4,880	86.5	4,220	1,123	2,097	924	3,490	5,248
Mercer	16,230	92.7	15,040	4,868	12,112	6,036	29,123	42,181
Mineral	5,450	92.8	5,060	1,514	1,429	598	6,001	9,967
Mingo	9,120	87.7	8,000	1,134	6,274	3,951	10,426	21,020
Monogalia	14,600	93.2	13,600	5,371	10,885	5,858	15,930	34,503
Monroe	2,880	89.2	2,570	362	364	83	3,023	2,880
Morgan	2,110	93.4	1,970	441	1,031	382	1,102	2,503
Nicholas	5,210	86.2	4,490	448	3,110	1,552	3,710	5,896
Ohio	19,780	96.3	19,050	10,973	24,977	12,109	52,862	85,736
Pendleton	2,200	87.3	1,920	380	488	170	804	2,503
Pleasants	1,640	94.5	1,550	770	794	315	2,609	3,151
Pocahontas	3,020	88.1	2,660	489	1,233	531	2,637	4,674
Preston	7,690	89.9	6,910	1,821	3,133	1,420	5,030	8,701
Putnam	3,980	88.7	3,530	757	1,500	795	1,599	5,519
Raleigh	18,890	93.4	17,650	3,199	16,843	10,438	19,757	53,598
Randolph	7,310	91.1	6,660	1,605	3,789	1,787	7,531	15,350
Ritchie	3,470	89.6	3,110	1,196	966	248	2,619	4,765
Roane	4,220	86.5	3,650	1,937	1,034	361	5,446	5,730
Summers	4,210	88.1	3,710	1,078	961	331	5,635	7,102
Taylor	5,080	91.1	4,630	1,882	2,299	1,063	3,312	8,414
Tucker	3,010	91.4	2,750	269	1,225	571	2,918	4,433
Tyler	2,990	90.0	2,690	879	626	190	4,725	4,976
Upshur	4,520	88.3	3,990	915	1,210	426	4,321	6,529
Wayne	7,710	87.0	6,710	600	2,204	929	3,557	5,609
Webster	3,930	87.5	3,440	371	2,670	1,502	1,204	5,112
Wetzel	5,230	89.3	4,670	2,116	2,981	1,237	4,021	8,715
Wirt	1,330	85.7	1,140	199	124	38	663	1,162
Wood	16,800	94.6	15,890	8,187	15,544	7,173	24,038	46,515
Wyoming	6,270	90.6	5,680	532	4,416	2,897	2,214	12,862

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

LOOK before you  
LEAP!

Your CBS program

MAY reach

Southern West Virginia

BUT the audience

Listens

To . . .

WJLS-FM Bonus



**WJLS**  
CBS  
BECKLEY 560  
KC

MARKET INDICATORS FOR WEST VIRGINIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) ..	1,882,000	'47	1,901,974	'40
BMB Families .....	453,100	'48	451,000	'46
Per Cent Radio .....	91.8	'48	85.8	'46
Radio Families .....	416,000	'48	387,000	'46
Number of Business Concerns (1)	21,443	'46	21,351	'39
Domestic Urban Electric Consumers .....	310,000	'46	219,000	'39
Private & Commercial Passenger Auto Registrations .....	258,874	'46	237,189	'39
Business Telephones .....	75,600	'46	52,100	'39
Residential Telephones .....	186,300	'46	95,400	'39
Nonagricultural Employment (2)	406,000	'46	365,000	'39
Total Income Payments to Individuals .....	\$1,940,000,000	'47	714,000,000	'39
Per Capita Income Payments .. \$	1,031	'47	378	'39
Sales of U. S. Savings Bonds (Series E) (3) .....	\$ 48,363,000	'46	9,136,000	'41
Bank Deposits .....	\$ 855,000,000	'46	297,000,000	'39
Drug Store Sales .....	\$ 29,665,000	'46	12,889,000	'39
Gross Postal Receipts (4) .....	\$ 7,699,000	'46	4,921,000	'39
Total Private Construction .....	\$ 69,600,000	'46	39,200,000	'39
Private Residential Building .. \$	20,800,000	'46	18,800,000	'39
Private Nonresidential Building \$	27,300,000	'46	8,400,000	'39
Farm Construction .....	\$ 1,400,000	'46	1,100,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.





AM STATIONS

City	Frequency	Power	Network
Antigo	WATK 900	250-D	
	*WATJ 1050	250-D	
Appleton	WHBY 1230	250	MBS-KBS
Ashland	WATW 1400	250	MBS-KBS
Beloit	*WBEL 1380	500-D	
	*WGEZ 1490	100	

City	Duluth	Frequency	Power	Network
Eau Claire	WBIZ 1400	5,000-N	10,000-LS	MBS
(Dallas)				
	WEAU 790	5,000		NBC
	*WRFW 1050	1,000-D		
Fond Du Lac	KFYZ 1450	250		MBS
Green Bay	WDUJ 1400	250		ABC
	WJPG 810	1,000-D		
	WTAQ 1380	5,000		CBS
Janesville	WCLO 1230	250		MBS-KBS
Kenosha	WLIP 1050	250-D		
La Crosse	WKBH 1410	5,000		NBC
	WLCK 1490	250		ABC
	WKTY 580	1,000		MBS
Ladysmith	*WLDY 1340	250		
Madison	**WHA 970	5,000-D		
	WIBA 1310	5,000		NBC
	*WISC 1480	1,000		ABC
	WKOW 1070	10,000-LS		
Manitowoc	WOMT 1240	5,000-N		MBS
Marinette	WMAM 570	250		MBS-KBS
		100-N		NBC
Marshfield	WDLB 1450	250		KBS
Medford	WIGM 1490	250		MBS-KBS
Merrill	*WLIN 730	1,000-D		
Milwaukee	WEMP 1340	250		ABC
	WKTY 580	1,000-D		
	WFOX 860	250-D		
	WISN 1150	5,000		CBS
	WMAW 1250	5,000		
	WMLO 1290	1,000-D		
	WTMJ 620	5,000		NBC
Neenah	WNAM 1280	1,000-D		
Oshkosh	WBEH 1490	250		ABC
Pelican	WOBT 1240	250		
Poynette	WIBU 1240	250		MBS-KBS
Racine	WRJN 1400	250		ABC-KBS
Rhinelander	WOBT 1240	250		MBS-KBS
Rice Lake	WJMC 1240	250		MBS
Shawano	WTCH 960	1,000-D		
Sheboygan	WHBL 1330	1,000-LS		
		250-N		ABC
Sparta	*WJBA 990	250-D		
Stevens Point	**WLBL 930	5,000-D		
	*WTWT 1010	250-D		
Superior	WDSM 1230	250		ABC
	WBBR 1490	250		KBS
Waukesha	WAUX 1510	250-D		
Wausau	WSAU 1400	250		CBS
Wisconsin Rapids	WFHR 1340	250		MBS

\* Construction Permit.  
 \*\* Non-Commercial Station.

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
	Madison 5		
	A-H Badger Bestg. Co.		9
	A-H Radio Wisconsin		9
	A-H Monona Bestg. Co.		9
	Milwaukee 3, 6, 8, 10		
	A-H Hearst Radio		10
	O Journal Co. (WTMJ-TV)		3
	A-H Milwaukee Bestg. Co.		6
	A-H Wisconsin Bestg. System		8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; H means applicant; M indicates hearing.

See page 3 for key to map.

# The BIG Independent Station in Milwaukee and the Middlewest

## 860 KC

Center of the dial. WFOX's mail pull in Milwaukee and Wisconsin clearly proves our coverage and acceptance is exceptionally high among all independent stations.



### MILWAUKEE

JUNE-JULY, 1948 HOOPER

#### STATION LISTENING INDEX

Weekday Afternoon, Mon.-Fri.  
12 Noon to 6 PM

WFOX	13.2%	Sta. D	7.2
Station A	27.0	Sta. E	4.3
Station B	11.9	Sta. F	1.9
Station C	11.5		

Charles J. Lanphier,  
President

Joseph Hershey McGillvra,  
National Representative



WISCONSIN RADIO MARKET DATA BY COUNTIES

(Continued from page 248)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Green Lake	4,530	96.5	4,370	1,924	2,131	765	10,601	12,539
Iowa	6,040	96.4	5,820	3,038	1,055	314	10,682	11,185
Iron	2,610	96.6	2,520	499	1,040	599	1,397	6,590
Jackson	4,480	94.4	4,230	1,783	1,098	351	5,029	10,331
Jefferson	12,180	98.1	11,950	7,505	7,318	3,381	26,952	41,481
Juneau	5,330	95.3	5,080	2,287	1,068	352	6,057	11,612
Kenosha	18,560	99.0	18,380	10,468	18,699	10,894	33,197	66,607
Kewaunee	4,870	96.5	4,700	2,446	2,078	906	10,684	9,867
La Crosse	17,840	98.0	17,480	10,557	15,878	7,463	29,628	65,845
Lafayette	5,560	96.8	5,380	2,841	1,083	391	13,826	12,147
Langlade	6,090	97.2	5,920	2,034	2,467	932	6,974	19,110
Lincoln	6,180	95.1	5,880	2,464	3,072	1,274	7,858	16,350
Manitowoc	17,750	98.4	17,460	10,153	14,392	6,669	37,245	60,054
Marathon	19,830	96.6	19,160	6,783	13,268	6,406	28,835	58,164
Marinette	9,810	96.6	9,480	3,080	5,503	2,596	15,232	27,695
Marquette	2,800	95.7	2,680	1,207	423	144	3,309	5,236
Milwaukee	232,410	98.7	229,490	128,647	250,046	162,196	621,161	1,020,364
Monroe	7,800	94.7	7,390	3,835	2,249	808	12,025	20,767
Oconto	7,320	96.2	7,040	1,823	2,077	719	5,623	13,259
Oneida	5,440	95.6	5,200	2,448	2,869	1,383	6,982	21,266
Outagamie	19,780	98.2	19,400	11,049	16,646	7,897	38,568	75,362
Ozaukee	5,650	98.2	5,550	2,525	3,856	1,990	11,678	17,223
Peplin	2,080	96.2	2,000	1,081	557	174	2,871	5,583
Pierce	6,100	96.4	5,880	3,184	1,426	513	8,538	15,798
Polk	7,320	96.7	7,080	4,055	1,975	625	8,667	16,742
Portage	9,030	95.9	8,660	3,301	5,190	2,226	12,932	25,291
Price	4,880	94.7	4,620	1,398	1,401	615	4,369	12,218
Racine	27,700	99.0	27,420	17,854	29,037	16,875	71,851	102,235
Richland	5,890	95.9	5,650	2,235	1,180	407	7,061	11,773
Rock	24,960	98.1	24,490	15,691	20,114	10,314	54,817	95,376
Rusk	4,590	95.2	4,370	1,113	1,105	419	3,973	11,007
St. Croix	7,100	97.6	6,930	3,610	1,870	689	8,811	17,971
Sauk	10,250	96.5	9,890	5,461	4,508	2,022	21,249	29,262
Sawyer	3,000	94.0	2,820	803	579	159	2,213	7,730
Shawano	9,340	95.9	8,960	2,768	2,659	998	12,167	20,695
Sheboygan	22,540	98.5	22,210	12,896	19,621	9,725	52,503	75,675
Taylor	5,020	94.2	4,730	1,363	1,678	673	4,141	9,582
Trempealeau	6,750	95.9	6,470	3,945	1,663	510	9,429	14,800
Vernon	8,430	95.3	8,030	5,320	1,856	589	10,772	15,656
Vilas	2,490	95.2	2,370	605	721	280	1,649	9,760
Walworth	10,700	98.1	10,500	6,855	5,811	2,376	21,858	39,877
Washburn	3,280	96.0	3,150	1,118	757	215	2,649	8,050
Washington	8,150	98.0	7,990	4,211	6,062	2,835	18,143	22,334
Waukesha	17,480	99.0	17,300	10,226	10,897	5,781	35,944	56,993
Waupaca	10,080	96.6	9,740	5,644	5,200	2,168	17,346	27,001
Waushara	4,060	95.8	3,890	1,152	643	176	4,127	7,944
Winnebago	24,400	98.2	23,960	14,613	25,243	13,240	53,110	87,245
Wood	12,660	97.0	12,280	7,615	10,083	5,290	21,097	40,287

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

**NO. 1 STATION**  
IN AMERICA'S DAIRYLAND  
9 COUNTY COVERAGE



**WGEZ**

A NEW AND FULL TIME NETWORK  
STATION IN AN IMPORTANT MARKET

**WISCONSIN**

Rock, Walworth, Jefferson, Dane and Green Counties.

**ILLINOIS**

Boone, McHenry, Stephenson and Winnebago Counties.

Urban and Farm	Primary	Secondary	Total
(Sales expressed in thousands)			
Population †	223,500	109,600	333,100
Families †	60,400	29,700	90,100
Radio Homes †	56,970	30,400	87,370
Total Retail Stores	3,492	1,252	4,744
Total Retail Sales *	\$230,760	\$83,400	\$314,160
Total Food Stores	774	252	1,026
Total Food Sales *	\$ 67,895	\$24,442	\$ 92,337
Total Drug Stores	100	38	138
Total Drug Sales *	\$ 6,142	\$ 2,205	\$ 8,347

\* 1948 Sales Management. † 1946 BMB Radio Families U.S.A.

**Conlan Survey** • **Janesville, Wis.**  
**February 15 through 21, 1948**

	WCLO	Sta. 'A'	Sta. 'B'	Sta. 'C'	Sta. 'D'
		50KW	50KW	50KW	50KW
Morning					
8 A.M.-12 Noon	41.4%	8.3%	10.7%	11.9%	12.2%
Afternoon					
12-6:00 P.M.	39.4%	16.0%	12.2%	10.5%	6.6%
Evening					
6-10:30 P.M.	28.7%	24.0%	13.5%	13.6%	9.5%

Basic calls 8450—Listening Homes 2046

Place your schedule with the No. 1 station!  
18 years service—same management.

**WCLO, Affiliated MBS and Wis. Network**  
JANESVILLE, WISCONSIN

1230 K.C.

Vern Williams, Manager  
Represented by Rambeau

**FACTS ABOUT THIS MARKET**

**Urban and Farm**

	Primary Market
Population §	101,476
Families §	28,190
Radio Homes x	27,626
Total Retail Sales *	\$110,202,936
Total Food Sales *	29,022,135
Total Drug Sales *	2,638,376
Total General Merchandise *	9,082,102
Per Capita Retail Sales *	1,086
§ U. S. Bureau of Census	x Broadcast Measurement Bureau
* Sales Management Survey of Buying Power	

**Home of**

FAIRBANKS, MORSE AND CO.  
YATES AMERICAN MACHINE CO.  
WARNER ELECTRIC BRAKE MFG. CO.  
BELOIT IRON WORKS  
TAYLOR FREEZER CORP.  
GARDNER MACHINE CO.  
AND MANY MORE IMPORTANT  
INDUSTRIES

**AN IMPORTANT MARKET**

**BELOIT BROADCASTING COMPANY**

BELOIT, WIS., Affiliate MBS and Wisconsin Network

OWNED AND OPERATED BY SIDNEY H. BLISS

Stanley Gardner, Manager  
Represented by Rambeau

1490 K.C.

# WYOMING

## AM STATIONS

City	Frequency	Power	Net-work
Casper	KDFN 1470	1,000	MBS-KBS
Cheyenne	KVOC 1230	250	ABC
Cody	KFBC 1240	250	ABC
Laramie	KODI 1400	250	MBS
Lander	KOWB 1340	250	MBS
Lander	*WLNJ 1230	250	
Powell	KPOW 1260	1,000	MBS-KBS
Rawlins	KRAL 1240	250	ABC-KBS
Riverton	*KWRL 1450	250	
Rock-Springs	KVRS 1360	1,000-LS	MBS-KBS
		500-N	
Sheridan	KWYO 1410	1,000-LS	MBS-KBS
		500-N	
Worland	KWOR 1490	250	KBS

\* Construction Permit.

## FM STATIONS

City	Call Letters	Frequency (Mc)	Chan- nel (No.)	Power (Kw)
Cheyenne	KFBA	101.1	266	9.5



See page 3 for key to map.

## MARKET INDICATORS FOR WYOMING

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates) --	265,000	'47	250,742	'40
BMB Families -----	73,500	'48	73,100	'46
Per Cent Radio -----	97.0	'48	91.4	'46
Radio Families -----	71,300	'48	66,800	'46
Number of Business Concerns (1)	4,418	'46	4,521	'39
Domestic Urban Electric Consumers -----	50,000	'46	38,000	'39
Private & Commercial Passenger Auto Registrations -----	66,812	'46	64,836	'39
Business Telephones -----	18,400	'46	12,300	'39
Residential Telephones -----	37,000	'46	19,300	'39
Nonagricultural Employment (2)	62,000	'46	54,000	'39
Total Income Payments to Individuals -----	\$390,000,000	'47	141,000,000	'39
Per Capita Income Payments --	\$ 1,472	'47	567	'39
Sales of U. S. Savings Bonds (Series E) (3) -----	\$ 9,572,000	'46	2,517,000	'41
Bank Deposits -----	\$228,000,000	'46	70,000,000	'39
Drug Store Sales -----	\$ 9,382,000	'46	4,214,000	'39

## CLASSIFICATIONS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Gross Postal Receipts (4) -----	\$ 1,681,000	'46	1,176,000	'39
Total Private Construction ---	\$ 12,700,000	'46	12,500,000	'39
Private Residential Building ---	\$ 3,900,000	'46	3,600,000	'39
Private Nonresidential Building	\$ 2,700,000	'46	1,800,000	'39
Farm Construction -----	\$ 1,600,000	'46	1,300,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed per-

sons, domestics employed in private homes, vessel employees and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

## WYOMING RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Casper	Natrona	5 800	96.7	5 610	Con
Cheyenne	Laramie	6 580	98.3	6 470	Con
Cody	Park	770	96.1	740	
Laramie	Albany	3 220	97.5	3 140	
Rawlins	Carbon	680	98.5	670	
Rock Springs	Sweetwater	1 580	95.6	1 510	
Sheridan	Sheridan	3 300	97.6	3 220	Con
Worland	Washakie	720	94.4	680	

## WYOMING RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls-Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Albany	4,140	96.9	4,010	2,363	2,687	1,257	8,779	16,978
Big Horn	3,670	97.3	3,570	983	1,140	492	4,072	8,895
Cambell	1,600	97.5	1,560	271	327	103	2,574	4,269
Carbon	4,020	95.8	3,850	1,381	1,770	907	8,044	15,298
Converse	2,000	97.5	1,950	476	646	255	3,872	5,787
Crook	1,530	95.4	1,460	166	190	60	1,600	2,198
Fremont	4,450	94.8	4,220	827	1,092	405	5,021	11,964
Goshen	3,310	97.6	3,230	483	903	297	4,855	7,616
Hot Springs	1,710	97.1	1,660	293	593	261	1,741	3,759
Johnson	1,510	96.7	1,460	412	279	95	2,706	3,872
Larmie	8,760	98.2	8,600	6,171	7,480	3,555	20,027	40,013
Lincoln	3,140	98.1	3,080	745	879	482	4,174	7,191
Natrona	7,730	97.0	7,500	3,798	4,741	2,338	17,823	33,040
Niobrara	1,890	97.4	1,840	283	951	594	1,400	5,376
Park	3,240	96.6	3,130	1,267	1,541	691	6,465	14,916
Platte	2,370	96.6	2,290	451	656	294	3,312	6,538
Sheridan	5,650	97.3	5,500	2,321	2,522	1,199	9,956	22,222
Sublette	900	96.7	870	143	114	43	1,129	1,957
Sweetwater	5,980	97.1	5,790	1,881	4,840	3,378	11,582	22,069
Teton	760	96.1	730	223	254	81	1,070	2,652
Uinta	1,910	96.9	1,850	848	641	236	4,482	6,666
Washakie	1,450	96.8	1,400	458	482	189	3,829	5,773
Weston	1,560	96.8	1,510	386	452	193	1,672	4,084
Yellowstone National Park	240	---	240	---	---	---	---	---

Sources: Families—BMB: Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



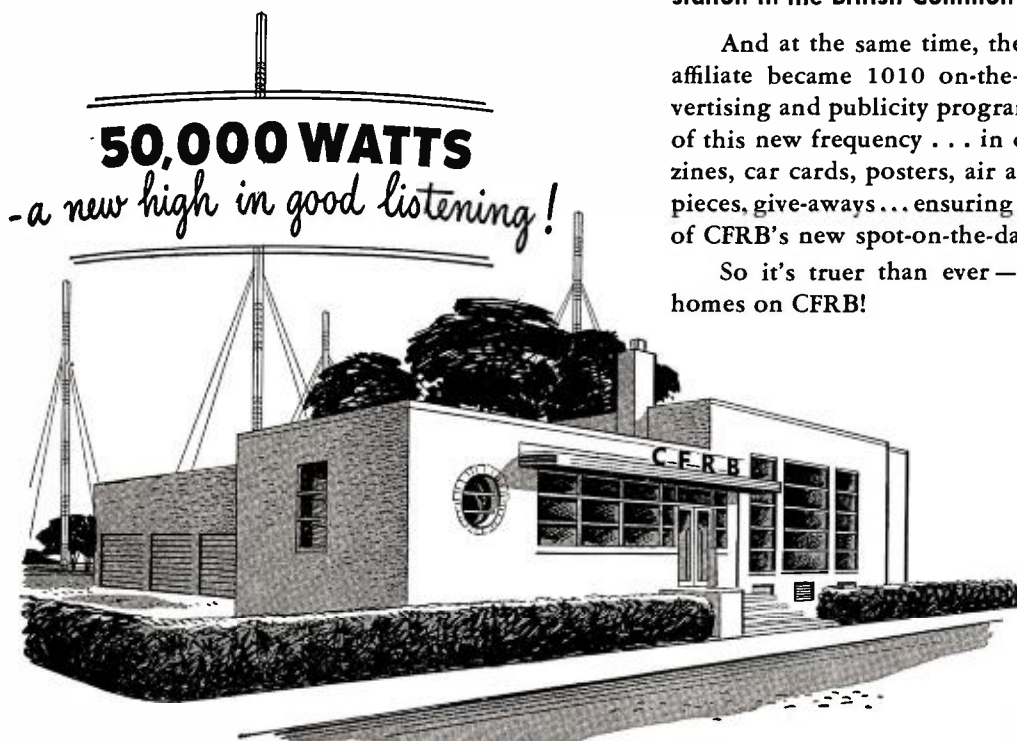


# CFRB BECOMES MOST POWERFUL INDEPENDENTLY-OWNED RADIO STATION IN THE BRITISH COMMONWEALTH!

On September first, Radio Station CFRB, Toronto, switched over to a completely new 50,000-watt transmitter . . . and became the most powerful independently-owned station in the British Commonwealth!

And at the same time, the frequency of this CBS affiliate became 1010 on-the-dial. CFRB's huge advertising and publicity program has shouted the news of this new frequency . . . in dailies, weeklies, magazines, car cards, posters, air announcements, mailing pieces, give-aways . . . ensuring full listener-recognition of CFRB's new spot-on-the-dial!

So it's truer than ever—you reach *more* radio homes on CFRB!



CFRB's new 50,000-watt transmitter at Clarkson, Ontario

# CFRB

*still your No. 1 buy in Canada's No. 1 market!*

## 1010 ON YOUR DIAL

REPRESENTATIVES:

UNITED STATES: Adam J. Young Jr. Incorporated

CANADA: All-Canada Radio Facilities Limited



# CJBC

**TORONTO  
CANADA**

KEY STATION OF THE  
**DOMINION NETWORK**

*Now on* **860 KC**  
(CLEARED CHANNEL)

*With* **50,000 WATTS**

On September 1st, 1948, CJBC moved from 1010 KC with 5,000 Watts to 860 KC with 50,000 Watts.

Its new cleared channel frequency and greatly increased power assures a clear signal over the metropolitan centres of Toronto and Hamilton as well as virtually the entire south-western part of Ontario and many additional areas.

No BBM figures are available but engineering contours which, on cleared channel stations in Canada tally closely with BBM figures, give the new CJBC the following coverage:

	<u>Day</u>	<u>Night</u>
Population .....	3,186,330	2,658,010
Radio Homes .....	828,210	699,960

of these, two-thirds are urban and one-third rural.

CJBC with its new frequency and power—and with its 29 affiliated stations from Halifax to Victoria—assures sponsors of both extensive and intensive coverage of the Canadian market.

*Write now for brochure providing details of coverage of CJBC and the Dominion Network to Commercial Division, Canadian Broadcasting Corporation, 354 Jarvis Street, Toronto, Ontario, or 1231 St. Catherine St., West, Montreal, P. Q.*



**CANADIAN**

**BROADCASTING**

**CORPORATION**

BROADCASTING • Telecasting



# CBW

# CBX

# TWO NEW 50,000 WATT OUTLETS FOR CBC'S

# Trans-Canada Network

**OPENED SEPTEMBER 1st**

These new outlets, together with CBK Saskatchewan, now provide sponsors with complete coverage of Canada's three Prairie Provinces of Manitoba, Saskatchewan and Alberta.

replaces CKY on 990 KC and with increased power of 50,000 watts blankets Manitoba.

the new Alberta regional station provides full CBC Trans-Canada program service to Alberta listeners.

well established with 50,000 watts serving the province of Saskatchewan.

Besides serving listeners in the wealthy farming and urban areas of the three Prairie Provinces, these three stations provide news, entertainment and instruction to the inhabitants of the vast new and developing hinterlands of Northern Canada.

With the opening of these two new stations, the Canadian Broadcasting Corporation has placed in operation seven 50,000 Watt stations and brought to completion the first part of its plan for complete national coverage and improved alternative program service. 58 basic and 32 supplementary stations of 3 networks now carry CBC programs to every part of Canada.

For full details about CBC stations and the Trans-Canada Network, write Commercial Division, Canadian Broadcasting Corporation, 354 Jarvis Street, Toronto, Ontario or 1231 St. Catherine St. West, Montreal, P. Q.



**CANADIAN BROADCASTING CORPORATION**





## Canada's private radio stations dominate Canada's best markets!

Canada is a rich market. More than twelve million people. And the highest retail sales records in history.

Whatever you are selling—*wherever* in Canada you are selling—you will find a privately owned radio station that dominates the effective listenership in that territory.

You will find that station keenly cooperative in doing a real merchandising job for you in terms that can only be done by a station that lives with its listeners and has shaped its programming and its services to most of their needs and wants.

Finally, if you want data on any sales territory in Canada and counsel on how best radio can meet your needs in that territory, the Canadian Association of Broadcasters maintains facilities for that express purpose and will be delighted to serve you.

Canadian Association of Broadcasters



VERMONT

County (City)	Retail Sales			Gross Billings			Gross Billings		
	1947	1951	1951 Existing Stations	1947	1951	1951 Existing Stations	1947	1951	1951 Existing Stations
Addison	12,275	78	0						
*Bennington (Bennington)	19,593	130	0						
*Caledonia (St. Johnsbury)	23,433	161	0						
Chittenden (Burlington)	60,257	330	400						
Essex	2,471	11	0						
Franklin (St. Albans)	21,103	140	100						
Grand Isle	1,572	7	0						
Lamoille	6,372	30	0						
Orange	11,290	86	0						
*Orleans (Newport)	17,460	110	0						
Rutland	46,374	255	200						
Washington	40,922	275	200						
*Windham (Brattleboro)	29,701	212	0						
*Windsor (Springfield)	35,150	253	0						

VIRGINIA

County (City)	Retail Sales			Gross Billings			Gross Billings		
	1947	1951	1951 Existing Stations	1947	1951	1951 Existing Stations	1947	1951	1951 Existing Stations
Acomack	10,681	77	0						
*Albemarle (Charlottesville)	44,964	265	100						
Alleghany (Covington)	22,787	165	100						
Amelia	1,377	14	0						
Amherst	4,572	33	0						
Appomattox	4,004	29	0						
*Arlington (Alexandria)	95,692	834	300						
*Augusta (Staunton)	43,234	433	200						
Bath	2,397	17	0						
Bedford	8,617	63	0						
Bland	942	7	0						
Botetourt	4,321	31	0						
Brunswick	6,496	47	0						
Buchanan	8,395	61	0						
Buckingham	2,549	18	0						
*Campbell (Lynchburg)	66,677	570	300						
Caroline	3,921	28	0						
Carroll	5,001	36	0						
Charles City	540	4	0						
Charlotte	3,172	23	0						
Chesterfield	7,647	55	0						
Clarke	4,072	29	0						
Craig	1,067	8	0						
Culpeper	8,145	59	0						
Cumberland	1,718	13	0						
Dickenson	5,278	38	0						
*Dinwiddie (Petersburg)	37,662	385	100						
*Elizabeth City (Hampton)	27,478	350	100						
Essex	3,228	23	0						
Fairfax (Falls Church)	11,858	86	100						
Fauquier	11,262	82	0						
Floyd	2,785	20	0						
Fluvanna	1,772	13	0						
Franklin	6,040	44	0						
Frederick (Winchester)	23,909	174	100						
Giles	5,748	42	0						
Gloucester	4,253	31	0						
Goochland	1,357	10	0						
Grayson (Galax)	8,312	61	100						
Greene	1,849	5	0						
Greensville	6,829	50	0						
Halifax (South Boston)	14,587	106	100						
Hanover	6,926	50	0						
*Henrico (Richmond)	359,516	2,690	2,400						
*Henry (Martinsville)	23,443	234	100						
Highland	789	6	0						
Isle of Wight	5,652	41	0						
James City	7,771	56	0						
King and Queen	970	7	0						
King George	1,260	9	0						
King William	4,405	32	0						
Lancaster	4,183	30	0						
Lee	9,212	67	0						
Loudoun	10,376	75	0						
Louisa	4,225	31	0						
Lunenburg	4,793	35	0						
Madison	1,800	13	0						
Mathews	2,799	20	0						
Mecklenburg	12,052	88	0						
Middlesex	2,605	19	0						
*Montgomery (Blacksburg)	14,697	106	0						
Nansemond (Suffolk)	24,788	157	100						
Nelson	3,865	28	0						
New Kent	1,897	14	0						
*Norfolk (Norfolk)	298,412	1,806	800						
Northampton	10,514	76	0						
Northumberland	3,324	24	0						

WEST VIRGINIA

Barbour	5,594	36	0						
Berkeley (Martinsburg)	17,175	110	100						

\* Retail Sales figures copyrighted 1948 by SALES MANAGEMENT, INC.; further reproduction not licensed.

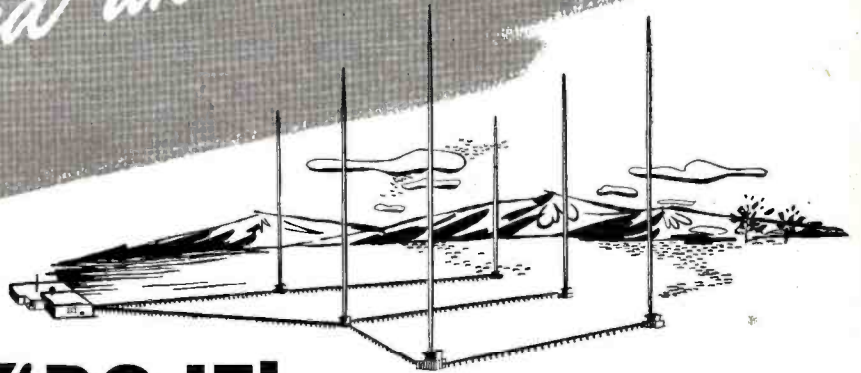








*Want a radio station  
designed and built?*



## LET *Andrew* DO IT!

The Monona Broadcasting Company, Madison, Wisconsin, had the money but no station. Faced with "impossible" allocation difficulties, they called on Andrew engineers, who succeeded in finding a frequency and designing a directional antenna system. Thus, WKOW was born. Within ten months after the construction permit was granted, Andrew engineers completely designed, built, tuned, and proved performance of a six-tower 10 kw. station—an unusually difficult engineering feat accomplished in record-smashing time. A complete

"package" of Andrew transmission line and antenna equipment was used, again emphasizing Andrew's unique qualifications: Complete engineering service with unsurpassed equipment.

Mr. Harry Packard, General Manager of WKOW, wrote:

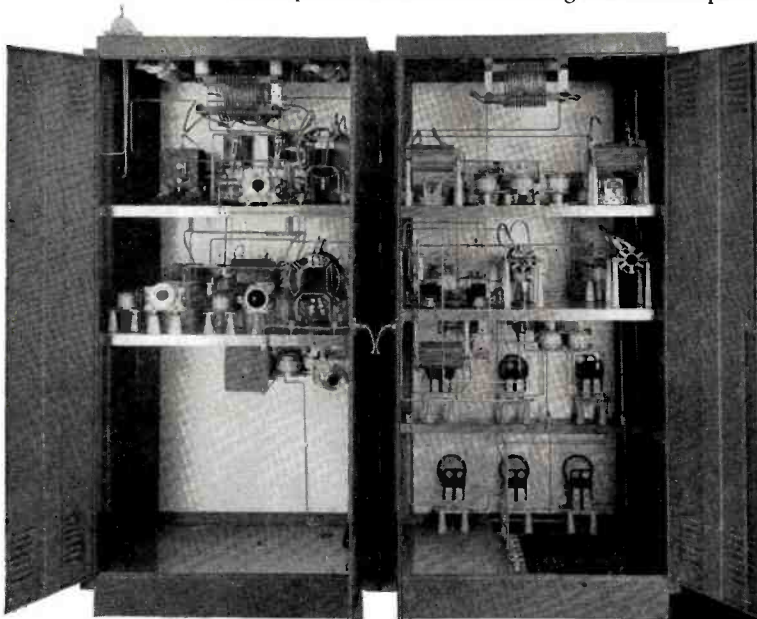
*"Speaking for the entire staff of WKOW, I would like to congratulate the Andrew Corporation on the remarkable engineering job it performed in helping us get WKOW on the air.*

*We feel that the technical perfection of our installation is due in great part to the efficiency of Andrew equipment and engineering service.*

*In particular we wish to thank Mr. Walt Kean of the Andrew Broadcast Consulting Division who was responsible for conceiving and designing the installation, supervising construction of all antenna equipment, and doing the final tuning and coverage surveys."*

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# INDEX TO ADVERTISERS IN 1948 MARKETBOOK

STATIONS			
KAGH, Pasadena	48	WCBM, Baltimore	111
KANA, Anaconda, Mont.	144	WCBS, New York	165
KANS, Wichita	96, Spine	WCCC, Hartford	54
KBON, Omaha	146	WCLO, Janesville	249
KBRL, McCook, Nebr.	146	WCOP, Atlanta	65
KCBD, Lubbock	224	WCOP, Boston	119
KDAL, Duluth	130	WCPO, Cincinnati	188
KDKA, Pittsburgh	4	WCSH, Portland	109
KDYL, Salt Lake City	232	WCTC, New Brunswick	153
KELO, Sioux Falls	213	WCUM, Cumberland	110
KEX, Portland	4, 195	WDAY, Fargo	179
KFAB, Omaha	147	WDEL, Wilmington	57
KFAC, Los Angeles	45	WDGY, Minneapolis	129
KFAM, St. Cloud, Minn.	128	WDSU, New Orleans	103
KFDA, Amarillo	222	WDVA, Danville	236
KFGO, Fargo	178	WDWS, Champaign	78
KFH, Wichita	93	WEAW, Evanston	74
KFJZ, Ft. Worth	223	WEBC, Duluth	130
KFPW, Ft. Smith	39	WEBR, Buffalo	158
KFRM, Kansas City, Mo.	141	WEEB, Southern Pines, N. C.	168
KFSA, Ft. Smith	40	WENT, Gloversville, N. Y.	156
KFYD, Los Angeles	48	WEST, Easton	199
KFWB, Hollywood	45	WEUS, Eustis, Fla.	60
KFYO, Lubbock	Spine	WEXL, Royal Oak, Mich.	124
KFYR, Bismarck, N. D.	177	WFBC, Greenville	207
KGFM, Great Falls, Mont.	144	WFBL, Syracuse	161
KGHL, Billings, Mont.	143	WFBM, Indianapolis	85
KGVC, Missoula, Mont.	144	WFIL, Philadelphia	205
KGNC, Amarillo	Spine	WFLA, Tampa	63
KGW, Portland	197	WFMJ, Youngstown	184
KHMC, Hannibal	80, 138	WFOX, Milwaukee	247
KIMA, Yakima	241	WGAL, Lancaster	199
KIRO, Seattle	243	WGAR, Cleveland	185
KMBC, Kansas City, Mo.	141	WGEZ, Beloit	249
KMPC, Los Angeles	43	WGH, Newport News	237
KOA, Denver	25	WGIL, Galesburg, Ill.	78
KOIL, Omaha	145	WGN, Chicago	73
KOLN, Lincoln	146	WGST, Atlanta	67
KORN, Fremont, Nebr.	146	WGTM, Wilson, N. C.	170
KPRC, Houston	231	WHAS, Louisville	101
KRGV, Weslaco	Spine	WHB, Kansas City, Mo.	139
KRLD, Dallas	225	WHBF, Rock Island, Ill.	74
KRNT, Des Moines	91	WHDH, Boston	117
KROC, Rochester, Minn.	132	WHFB, Benton Harbor, Mich.	122
KROD, El Paso	221	WHHM, Memphis	215
KSD, St. Louis	137	WHIZ, Zanesville	188
KSFO, San Francisco	44	WHO, Des Moines	Front Cover
KSL, Salt Lake City	233	WHOM, Jersey City	154
KSTP, Minneapolis	131	WIBW, Topeka	95
KTAR, Phoenix	37	WILE, Cambridge, Ohio	182
KTHT, Houston	227	WINN, Louisville	98
KTOK, Oklahoma City	192, Spine	WINS, New York	162, 163
KTRE, Lufkin	222	WINZ, Hollywood, Fla.	61
KTSA, San Antonio	Spine	WIOD, Miami	62
KTUC, Tucson	36	WIP, Philadelphia	200
KTUL, Tulsa	191	WIS, Columbia, S. C.	209
KULA, Honolulu	10	WISH, Indianapolis	83
KVEN, Ventura	30	WJDX, Jackson	133
KVMA, Magnolia, Ark.	13, 40	WJEF, Grand Rapids	127
KVOD, Denver	51	WJLS, Beckley	246
KWAD, Wadena, Minn.	132	WJOB, Hammond	84
KWBC, Ft. Worth	224	WJOC, Jamestown, N. Y.	164
KWBW, Hutchinson, Kans.	92	WJOL, Joliet, Ill.	75
KWKH, Shreveport	107	WJR, Detroit	123
KXEL, Waterloo	89	WJW, Cleveland	183
KXOK, St. Louis	135	WKBO, Harrisburg	199
KXXX, Colby, Kans.	93	WKBZ, Muskegon	124
KYW, Philadelphia	4	WKDA, Nashville	214
WADC, Akron	186, 187	WKOP, Binghamton	158
WAGA, Atlanta	69	WKRS, Waukegan	77
WAIT, Chicago	71	WKRT, Cortland, N. Y.	166
WAMS, Wilmington	55	WKZO, Kalamazoo	127
WAVE, Louisville	99	WLBK, DeKalb, Ill.	76
WBAI, Baltimore	113	WLBX, Bangor	109
WBIR, Knoxville	218	WLEC, Sandusky, Ohio	182
WBNS, New York	159	WLIP, Kenosha	278
WBRY, Waterbury	54	WLS, Chicago	Inside Front Cover
WBT, Charlotte	171, 173, 175	WLW, Cincinnati	189
WBZ, Boston	4	WMAZ, Macon	69
WBZA, Springfield	4	WMBD, Peoria	79
WCAX, Burlington	235	WMFF, Plattsburg	159
WCAU, Philadelphia	203	WMGM, New York	19
		WMNB, North Adams, Mass.	114
		WMPS, Memphis	219
		WMT, Cedar Rapids	87
		WNAX, Yankton	211
		WNBC, New York	2
		WNBH, New Bedford	116
		WNEB, Worcester	115
		WNOE, New Orleans	105
		WNOW, York	201
		WOAI, San Antonio	229
		WORK, York	199
		WOW, Omaha	149
		WOWO, Ft. Wayne	5
		WPAT, Paterson	153
		WPIK, Alexandria, Va.	59
		WPIT, Pittsburg	201
		WPIX, New York	167
		WPTF, Raleigh	169
		WPTR, Albany	160
		WQUA, Moline	80
		WRAW, Reading	199
		WRC, Washington	7
		WRDO, Augusta, Me.	109
		WRFC, Athens, Ga.	66
		WROK, Rockford, Ill.	75
		WRR, Dallas	223
		WRUF, Gainesville, Fla.	61
		WRUN, Utica	164
		WRVA, Richmond	239
		WSAM, Saginaw	126
		WSAP, Portsmouth	240
		WSAV, Savannah	66
		WSCR, Scranton	198
		WSGN, Birmingham	34
		WSJS, Winston-Salem	170
		WSKI, Montpelier, Vt.	234
		WSM, Nashville	216, 217
		WSPD, Toledo	181
		WSWN, Belle Glade, Fla.	60
		WSYR, Syracuse	157
		WTAM, Cleveland	21
		WTHI, Terre Haute	84
		WTIC, Hartford	53
		WTOC, Savannah	69
		WVNY, Newark	Back Cover
		WWDC, Washington, D. C.	58
		WWJ, Detroit	125
		WWON, Woonsocket, R. I.	206
		WWVA, Wheeling	245
		WCBK, Saskatchewan	255
		CBW, Manitoba	255
		CBX, Alberta	255
		CFCF, Montreal	256
		CFRB, Toronto	253
		CJBC, Toronto	254
		CKLW, Detroit	121
<b>NETWORKS AND GROUPS</b>			
		Art Masby Stations	144
		Canadian Assoc. of Broadcasters	257
		Canadian Broadcasting Corp.	254, 255
		CMQ Network	29
		Columbia Broadcasting System	8, 9
		Don Lee Broadcasting System	46-47
		The Georgia Major Market Trio	69
		Inland Group	146
		Maine Broadcasting System	109
		Steinman Stations	199
		Westinghouse Radio Stations, Inc.	4, 5
<b>GENERAL</b>			
		Allied Record Mfg. Co., Inc.	31
		Andrew Corp.	263
		Broadcast Music, Inc.	32
		Capital Transcriptions	15
		Clebar Watch Co., Inc.	30
		Conlan, Robert S. & Associates	27
		Frazier and Peter	23
		Gates Radio Co.	Inside Back Cover
		RCA Victor	28
		Stovin, Horace N., Co.	251
		Taylor-Boroff & Co. Inc.	Spine
		U. S. Recording Co.	6
		Westinghouse Electric Corp.	17

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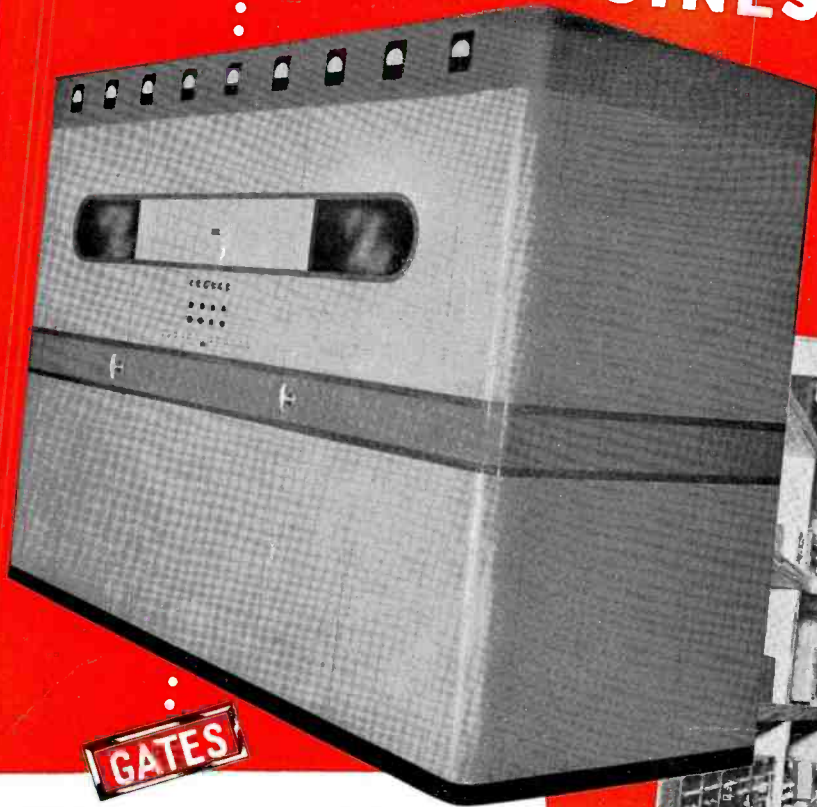
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